

UNC Charlotte

The magazine of The University of North Carolina at Charlotte for Alumni and Friends • v16 n2 q2 • 2009

UNC CHARLOTTE
SET TO LAUNCH
**BRAND
CAMPAIGN**

GET READY TO
**STAKE
YOUR
CLAIM**





More than just a space for classes to convene, the Center City Classroom Building will permanently link the university community and the greater Charlotte region.

Breaking new ground uptown: First major urban classroom in UNC System to open in 2011

It was just about 62 years ago that the Charlotte Center of the University of North Carolina opened its doors in the Charlotte Central High School Building on Elizabeth Avenue. It was 49 years ago that the first gathering of faculty and students from Charlotte College took place on a new campus site about 10 miles northeast of downtown Charlotte.

And yet as important and as valuable as that site has been to allow the University to grow and prosper, it has also created a distance between the University and the community it serves — a distance that sometimes seems greater than 10 miles.

UNC Charlotte took a definitive step to close that distance on April 14 when we broke ground on the Center City Building. Situated at the corner of Brevard and Ninth streets, this new facility will visibly connect the University to Center City, allowing us to literally bring our intellectual resources into the heart of Charlotte. Conversely, the building will help connect the community to the many cultural, social and educational offerings available at our main campus just miles away.

Improving access to higher education is an institutional imperative, and the Center City facility significantly expands access to our graduate programs in the Belk College of Business, to our School of Architecture's new Master of Urban Design program, to other graduate and professional offerings, and to our capacity to support continuing professional education in a variety of fields.

Expanding public accessibility to our resources also became an imperative in the building design process. The building's 300-seat auditorium will become a venue for public lectures, seminars and small musical performances. The 18,000-square-foot plaza and 7,000-square-foot ground floor reception spaces will attract a range of social, business and academic events. And the spacious lobby will house an art and architecture gallery, bookstore and cafe.

As significant as the building's function will be its form. The internationally renowned firm of Kieran Timberlake Associates, in partnership with Gantt Huberman Architects, has developed a striking, iconic design (see related News Brief in this edition). Rodgers Builders of Charlotte will serve as the construction manager.

Not only will the building serve as the first major urban classroom building in the UNC System, but it also will expedite the transformation of the historic First Ward. The City and the County are in continuing discussions to develop a four-acre park adjacent to the building. An underground parking facility and up to two million square feet of privately-developed offices, apartments, condos, shops and restaurants also are planned.

More than just a space for classes to convene, the Center City Classroom Building will permanently link the university community and the greater Charlotte region, and serve as a visual representation of the symbiotic relationship between institutions of higher education and the publics they serve. I invite you to share in my enthusiasm for this important project, and in 2011 to venture through the doors of one of our city's most striking structures.

Cordially,

Philip L. Dubois,
Chancellor

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On the cover

Stake Your Claim is the new brand expression UNC Charlotte will use to invite, challenge and exhort its alumni and friends to embrace North Carolina's urban research university. In return, the University will stake its claim to community leadership through scholarship, research, arts and culture, community engagement, global reach and athletics.



Adjusting to the Cash Crunch

This is the fourth edition of the redesigned, new and improved *UNC Charlotte* magazine. Thanks to the many of you who have sent us comments of support for the magazine. We were rolling along toward another exciting edition when Gov. Perdue announced the spending freeze for all state agencies. Because this magazine is published using operating funds provided by the state, we found ourselves unable to have this edition printed and mailed.

For those of you who may not be aware, UNC Charlotte and all state agencies were forbidden until further notice, from spending any state funds other than those for payroll, utilities, academic instruction and special exceptions that must be requested individually. This measure is a result of the state's dire lack of cash, which is a result of the recession.

But instead of giving up our fourth edition of Fiscal Year 2009 and waiting until our next scheduled edition in late August (for which we hope to have funding), we decided to publish this version and e-mail it to as many of our usual readers for whom we have e-mail addresses. Luckily, we have e-mail addresses for most of our subscribers.

The *UNC Charlotte* team loves this magazine and we want you to love it too. We realize that for many of you trolling through a digital edition just isn't the same as paging through a hard copy, but we hope that you will spend some quality time with this edition and that you will let me know what you think. And if you like what you see, please forward this edition to other friends, family and associates.

Regards

John D. Bland, Editor
Director of Public Relations



The University of North Carolina at Charlotte

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If printed, this document would have been printed on recycled paper

Your Health Focus of New Web Site

UNC Charlotte group develops free online service

What do pizza, Mountain Dew and computer code have in common? David Wood. The software developer in UNC Charlotte's Software Solutions Lab has designed a Web-based application that helps users reach their fitness and health goals — at no cost to the user. It's called 411fit.

Wood, at the time a Web developer for a start-up, fueled late nights of writing code with plenty of pizza and Mountain Dew. After 16 months, the start-up company was out of money, and Wood was almost out of clothing that fit.

A former college athlete, and a member of the Nike Tour, he was unprepared to accept being out of shape. So, Wood did what only a Web developer could do — he picked up his keyboard, and wrote more code. The result was an on-line journal that allowed him to track his food consumption and exercise.

Wood's experience — consistent with the experience of others who have relied on more time-consuming paper-based journals

individuals to experts and others who share their fitness goals and interests through social networking features; and allow institutions to create and administer group-oriented wellness programs, run reports on the progress of those programs, and share information about upcoming events and more. Users can record data, create relationships, post to forums, share recipes and workouts, and create social groups.

Developed with input from UNC Charlotte experts in health, nutrition and food service, 411fit currently is used by nutritionists, personal trainers and university-run wellness programs at UNC Charlotte and Virginia Tech. Other universities have expressed interest in the software.

411fit is an example of technology transfer in action. The 411fit intellectual property soon will be licensed to Aretae, Inc., a company created by UNC Charlotte employees. The site will be self-supporting within six months, primarily using paid advertising that is offered to member universities as well as local businesses. Currently, the site boasts an advertising engine that allows for ad campaigns to target customer segments based on demographics or behavior.

Check out the site at <http://411fit.com>



— was very positive. The weight came off steadily, and his athletic performance improved consistently.

What started as a personal project to help Wood track his eating and exercise habits has morphed into a user-friendly site that allows users to enter their fitness goals and record their food consumption and exercise habits, while providing real-time feedback about how users can modify habits to achieve their goals, said Chris Eichelberger, director of the UNC Charlotte Software Solutions Lab.

The site is designed to help individuals meet health objectives by tracking and changing their behaviors; connect



Health and wellness are a priority at UNC Charlotte. Now, in addition to fitness facilities on campus (pictured here), and other wellness programming, students, faculty, staff and alumni can take advantage a new web site that will support them in their health and wellness-related endeavors.



STAKE YOUR CLAIM

Telling the community who we are and why to love us

By John D. Bland

UNC Charlotte launches a branding campaign this summer to build a unified, consistent identity in the minds of students, staff, faculty, alumni and the community. Using “Stake Your Claim” as a tagline, the campaign includes local advertising, public relations and internal communication through a variety of media.

The “Stake Your Claim” campaign will accentuate several key attributes of the University: contemporary, assertive, confident, authentic and decisive. Ads and other communication will highlight UNC Charlotte’s strengths in scholarship, research, arts and culture, community engagement, athletics and its global reach.

“UNC Charlotte is an extremely vibrant community of very talented people who are pushing the University forward at an amazing velocity,” said Chancellor Philip L. Dubois. “Especially during the last 10 to 15 years, we have focused most of our scarce resources on literally building infrastructure, academic programming and enrollment. And even though we have

been quite active in the community, many people still identify us as the university we used to be. We intend for those perceptions to change so that all of us can understand and appreciate the immense value that UNC Charlotte brings to the Charlotte region.”

“Stake Your Claim” debuts publicly with advertising the week of August 17 in The Charlotte Observer, Charlotte Business Journal, Charlotte Post and Charlotte Weekly. Underwriting announcements also will appear on WFAE radio beginning that week. The University will communicate the launch internally using Web-based media such as the UNCC.edu Web site, Facebook and Twitter.

In response to the recession and a recent freeze on almost all State of North Carolina spending, no state funds are being spent on this initiative. It is funded from money generated by UNC Charlotte’s Division of University Relations and Community Affairs and targeted specifically for this purpose.

“Business and research partnerships, donor engagement, alumni support and recruitment of faculty, staff and students are directly enhanced by a unified, integrated brand,” said David Dunn, vice chancellor for university relations and community affairs. “Stake Your Claim embodies the pioneering spirit of UNC Charlotte and invites people to claim





ownership of a great public university. It also provides a platform for sharing stories about amazing students, faculty and staff who have achieved great things by seizing the opportunities UNC Charlotte provides. It is also clearly intended to encourage financial and nonfinancial giving to the university."

Dunn noted that money spent during the 90-day introduction of the campaign is being spent with local firms, and that current pricing for media space provides an exceptional value for the money.

"We are going forward with this campaign despite the recession because we cannot afford to wait," Dunn said. "It begins a long-term effort that will outlive the short-term economic crisis. The primary purpose of Stake Your Claim is to tell people why UNC Charlotte is an invaluable community asset, why they should care and how they can connect with us. Indirectly, it may encourage financial and nonfinancial giving to the university."

Work leading to the launch began more

than three years ago with a comprehensive brand research study conducted by STAMATS, a national consulting firm specializing in higher education. The findings clearly indicated a growing need for the University to redefine perceptions held by many of its most important constituencies.

In 2008, UNC Charlotte hired Richard McDevitt as director of marketing and subsequently chose Tattoo Projects as its creative partner. More than 75 people on several teams comprised of faculty, staff and students have worked together on strategy, creative development and benchmarking during the course of the project.

As the campaign unfolds the creative message will evolve quickly to encourage community support of the university as a reaction to the difficult economic times.

"Stake Your Claim is an excellent starting point," said McDevitt. "The need for the community to own the university has never been greater. Stake Your Claim

will be a rallying point for fundraising this fall for need based scholarships, and other opportunities to support our students."

John Bland is director of public relations.



NEWS BRIEFS

Smithsonian to House Noted UNC Charlotte Linguist's Work

The Smithsonian Institution's National Anthropological Archives now contains the scholarly research and papers of the late Blair Rudes, a noted linguist and member of UNC Charlotte's English Department who died in March 2008.

An authority on American Indian languages, Rudes spent more than 30 years working on the documentation, preservation and revitalization of ancestral languages,



The late Blair Rudes

particularly in the Carolinas and Virginia. He published more than 100 articles and books, including works on the Carolina Algonquian, Catawba, Meherrin, Nottoway, Tuscarora and Virginia Algonquian languages, as well as studies of the early history of the indigenous peoples of the Carolinas before and after contact with European settlers.

In 2004, Rudes was hired by New Line Cinema to revive and train actors to speak

Virginia Algonquian, the language spoken by Powhatan and his people at the time of the settlement of Jamestown, for the Terrence Malick film "The New World."

The Smithsonian plans to catalogue and preserve Rudes' work; eventually other researchers will be able to access it through SIRIS (Smithsonian Institution Research Information System).



These photographs depict the reception that American fliers received in Germany when they landed with shipments of provisions during the Berlin Airlift.

Library Hosted Berlin Airlift Exhibit

On June 24, 1948, Joseph Stalin ordered all supplies for West Berlin to be terminated in response to growing political conflict between the Soviet Union and the Western Powers of the United States, Great Britain and France.

The result was very personal.

More than 2 million men, women and children, already living in devastated areas due to post-war conditions, now had no access to basic provisions such as water, food, coal and fuel. Lives were again at stake even though WWII had ended just a few short years before. Gratefully, the United States and her Allies would not allow further suffering among these innocent people. A great idea was born, resulting in one of the most amazing humanitarian efforts in history: The Berlin Airlift.

At midnight on May 12, 1949, the Soviets gave in. They reopened land and water routes into Berlin, ending the 322-day blockade. Airlift missions finally ended in September 1949.

To celebrate the 60th anniversary of the Berlin Airlift UNC Charlotte hosted Friends Always: The Berlin Airlift Traveling Museum Exhibit, in the J. Murrey Atkins Library.

The installation included approximately 60 large panel photographs with descriptive text, depicting images from the Berlin Blockade and Berlin Airlift.

This exhibit was made possible by the generosity of the German Embassy, Germany's Honorary Consul Kurt G. Waldthausen, UNC Charlotte Academic Affairs, the J. Murrey Atkins Library and several other sponsors.



Deng Named Dean of Computing and Informatics

The College of Computing and Informatics announced today that Yi Deng has been named the new Dean. The former Dean, Mirsad Hadzikadic, stepped down last year to become the first Director of the University's North Carolina Complex



Deng

Systems Institute.

"I have no doubt that the University is well on its way to become a leader of higher education, not only in North Carolina, but also nationally and internationally,"

said Deng. "We are

at an exciting time for the field of computing and informatics, which is not only a fertile ground for innovation, but also a key growth driver for every other discipline and industry."

Deng leaves his current position as Dean of the School of Computing & Information Sciences at Florida International University. FIU is a comprehensive Carnegie Research University in the High Research Activity Category.

At FIU, Deng was responsible for overall strategic planning, budget, management, and operations for the School of Computing & Information Sciences.



Woodward Hall, home of the College of Computing & Informatics

"I am looking forward to working with the stakeholders, both in the College and at the University, to further expand its excellence and to establish the College as a leader in computing and informatics education and research, as a driver for interdisciplinary collaboration and cooperation at the University, and as a preferred partner to the community and industry," Deng said.

Deng is a strategic thinker with a global viewpoint who brings to the position an excellent track record in areas that are key to the future of the College, said Joan Lorden, Provost and Vice Chancellor for Academic

Affairs at UNC Charlotte.

"He has envisioned and led large projects to address practical problems, reaching out to disciplines beyond computer science for solutions," Lorden said. "He has also demonstrated a strong commitment to diversity by increasing dramatically the numbers of underrepresented minorities in doctoral education in computer science. Both interdisciplinary research and diversity information technology are priorities for the College."

Innovative Curriculum Focuses on Health Information Technology

The College of Computing and Informatics and the College of Health and Human Services are collaborating on a new curriculum, which will train students to meet the 21st century needs of the healthcare industry. Students will have an opportunity to receive a professional science master's degree in health information technology.

"Electronic medical records are coming," said Larry Mays, chairman of the Department of Bioinformatics and Genomics. "The 'American Recovery and Reinvestment Act of 2009' calls for \$19 billion in expenditures to help with the computerization of health records by 2014.

"Estimates are that it will take at least 200,000 new health informatics support specialists to make this happen," Mays

said. "UNC Charlotte will be a leader in preparing students for what certainly will be one of the most important jobs for the healthcare community."

The conversion to electronic medical records will improve healthcare quality, prevent medical errors, reduce healthcare costs, increase administrative efficiencies, decrease paperwork and expand access to affordable care.

"Computerized health records facilitate more timely access to patient information, leading to improvements in care and decreases in medication errors," said Karen Schmaling, dean of the College of Health and Human Services. "They also facilitate population-based health services research to investigate healthcare effectiveness and quality, which can be used to improve

access and develop health policy.

"The timely development of this professional science master's degree will complement our colleges' expertise and existing degree programs, such as the Ph.D. program in health services research," she said.

Both the College of Computing and Informatics and the College of Health and Human Services are soliciting input from informatics and healthcare professionals from around the Charlotte region to help develop the curriculum for the professional science master's degree in health information technology. A certificate in healthcare information technology will be offered beginning in the fall of 2009.

University Establishes Emergency Loan Fund

UNC Charlotte addressed the financial concerns of faculty and staff by creating the Emergency Loan Fund (ELF). The fund will provide short-term assistance to permanent faculty and staff members in emergency situations or dealing with financial hardships.

With the current economic situation there was a call from faculty and staff for some temporary relief. Examples of situations warranting an emergency loan from ELF may include, but are not limited to: emergency automobile repairs, unexpected doctor bills, loss of income, etc.

The ELF provides a maximum loan of \$250. Employees may only request one emergency loan during a calendar year. The initial emergency loan must be fully repaid before a new request for an additional loan will go to the ELF committee for approval.

The ELF was created by the UNC Charlotte Foundation and will be run by The Department of Human Resources and the Controller's Office. The ELF was started through unrestricted funds through the foundation. To sustain ELF, UNC Charlotte is soliciting donations from staff and faculty. Donations are tax-deductible.

49er Finish Program Wins National Award

The 49er Finish Program has been selected as a winner of the Outstanding Institutional Advising Award presented by the National Academic Advising Association (NACADA). The award will be presented formally at the association's annual conference in San Antonio, Texas, this fall.

Housed in the Office of Adult Students and Evening Services (OASES), the 49er Finish Program attempts to re-enroll senior-level students who stopped short of completing their degrees. These students must have left the University in good standing. 49er Finish is one of the first such programs in the nation.

Almost 250 former students have completed their degrees through the 49er Finish Program. Another 146 program participants were enrolled in classes this semester, and 49 have applied for spring graduation.

Melissa LaMarche, program director, said, "We are grateful to the many supporters across campus who have helped 49er Finish Program students complete their degrees at UNC Charlotte."

49er Finish staff reach out directly



LaMarche consults with one of her clients.

to qualified students and help develop personalized solutions that enable them to fulfill the dream of college education. Many of the students had to drop out due to financial and other personal challenges.

NACADA has honored individuals and institutions making significant contributions to the improvement of academic advising. The organization's membership totals more than 10,000 faculty, professional advisors, administrators, counselors and other academic and student affairs personnel.

UNC Charlotte, CMS, Davidson Form Teachers Institute

Charlotte-Mecklenburg Schools (CMS), Davidson College and UNC Charlotte announced in May, an innovative educational partnership to strengthen teaching and learning in local schools. The collaboration, called the Charlotte Teachers Institute (CTI), will offer seminars to public school teachers taught by faculty from Davidson and UNC Charlotte on subjects that teachers have chosen.

The Institute, the first of its kind in the state, is launching a pilot program for CMS teachers this fall, based on a national project at Yale University called the Yale National Initiative. Charlotte is in the process of applying to the Yale National Initiative for League Institute status and hopes to be officially accepted in early 2010. Four other U.S. cities (New Haven, Philadelphia,



Chancellor Philip L. Dubois, CMS Superintendent Peter Gorman, CMS teacher Beth Lasure and Davidson College President Tom Ross at the CTI kickoff event.

Pittsburgh and Houston) have launched similar institutes.

Davidson College and UNC Charlotte will each host two interdisciplinary seminars led by an expert faculty member who will explore a specific topic in depth. A diverse

group of 52 CMS teachers will participate in the first program. The seminar participants, referred to as CTI Fellows, will attend 13 once-a-week, two hour seminars from August until November and write a new curriculum unit for their students.

Each participant will receive a \$1,500 stipend and continuing education credits for successfully completing the program. The seminars will allow CMS teachers to study subjects that both interest them and relate to their classroom teaching.

"The focus on scholarly content makes this an outstanding program," said Dr. Peter C. Gorman, superintendent of Charlotte-Mecklenburg Schools. "CTI will help CMS teachers benefit from the rich educational expertise at UNC Charlotte and Davidson."

CTI works to fulfill the missions of both UNC Charlotte and Davidson College to reach beyond their campus boundaries to rejuvenate and prepare teachers so they may help today's students succeed in an evolving and diverse world.

"CTI directly responds to recommendations set forth by UNC System President Erskine Bowles' UNC Tomorrow Initiative, as it helps the University develop a seamless educational continuum from pre-kindergarten through higher education," said Chancellor Philip L. Dubois.

CMS, Davidson, and UNC Charlotte are contributing personnel and financial resources for CTI, and the initiative has begun to seek foundation and private support to expand the program to reach more of the school district's 9,300 teachers.

The demand by teachers for this kind of professional development is high, according



to CMS administrators. Teachers value the content-based nature of the program and its leadership development components. CTI relies on teachers to select the seminar topics and recruit new participants. Teacher leader Jeff Joyce, a social studies teacher at Northwest School of the Arts, has been involved with developing this program since the summer of 2005, when he traveled to Yale University to learn about the Teachers Institute model.

"This experience gives me a unique command over my classroom," said Joyce. "It builds my knowledge and helps me dig deeper into my subject. It makes me feel like a professional, because I am treated like a

professional. On every occasion it has helped bring out the great passion I have for the subject I teach."

Strong teachers are essential for increasing student achievement at CMS, Gorman said. "Teachers are the most important school-based factor in academic success. If we can continue to develop a teacher's academic understanding, that teacher will be better equipped to help students learn the material."

Criminal Justice and Criminology Tapped for Teaching Excellence

The Department of Criminal Justice and Criminology in the College of Liberal Arts & Sciences is the recipient of this year's Provost's Award for Excellence in Teaching.

In presenting the award, Provost Joan Lorden recognized the department for its efforts "to provide students with a strong liberal arts curriculum that prepares them to address real-world issues."

The department has a history of being responsive to community needs in the training of its students, involves professionals in teaching and internships and has enlarged its curriculum to include global issues. To enhance student success, the department initiated the campus' first Learning Community for transfer students and an Honors Program.

The Provost's Award for Excellence in Teaching is supported by funds from

the UNC System Board of Governors. It is granted annually to an academic department or program in recognition of the collective responsibility of faculty members for maintaining high-quality teaching.

The Department of Criminal Justice and Criminology has a history of being responsive to community needs



Vivian Lord, chair of the Department of Criminal Justice and Criminology

Diane Browder Receives First Citizens Bank Scholars Medal

For numerous notable contributions to the field of special education, Diane Browder received the 2009 First Citizens Bank Scholars Medal in April. This prestigious award, presented by First Citizens Bank and UNC Charlotte, honors faculty scholarship and intellectual inquiry.

“For 22 years, First Citizens Bank has joined in partnership with UNC Charlotte to present the Scholars Medal Award to an outstanding university faculty member,” said Marc Horgan, Mecklenburg area executive for First Citizens Bank. “Dr. Browder continues this long-standing tradition of excellence, and we are proud to honor her for her scholarship and the difference she is making the lives of children and their families.”

While at UNC Charlotte, Browder has secured more than \$8 million in federal research funding and student support monies. She has published several books that are considered seminal within the field of special education.

Browder, the Snyder Distinguished Professor of Special Education since 1998, has been an important leader, mentor and



Browder with Chancellor Dubois and First Citizens executive Marc Horgan.

role model to colleagues and students in the College of Education.

Browder's research on educating and assessing the progress of children with developmental disabilities has gained widespread recognition, particularly in the area of early literacy. Because of her ground-breaking work, she is frequently invited to present her findings at national

and international conferences, as well as to conduct workshops for educators across the country.

In 2008, Browder was appointed by the U.S. Secretary of Education to serve on the U.S. Department of Education National Technical Advisory Committee, a group that informs national education policy.

Harvey Gantt Gets Honorary Degree

At its May commencement UNC Charlotte conferred approximately 2,850 degrees – and one honorary degree. In addition to recognizing graduates, the University awarded an honorary Doctor of Public Service Degree to architect and former Charlotte Mayor Harvey Gantt.

For more than 35 years, Gantt has devoted his time and energy to improving the quality of life in the Charlotte region. As a champion of civil rights and proponent of urban revitalization, Gantt has demonstrated visionary leadership in his roles as a public servant, professional and private citizen.

“Harvey Gantt's personal motto is ‘help make someone's life a little better every day.’ Through his vision, passion and tenacity, Gantt epitomizes that belief. His persistence and pioneering spirit have helped usher

in change in the greater Charlotte region, transforming thousands of lives for the better,” noted Chancellor Philip L. Dubois.

Most recently, Gantt's firm partnered with renowned architectural firm Kieran Timberlake on the University's new Center City Building, which will open in the fall of 2011.

Gantt began his political career with a successful bid for a seat on the Charlotte City Council, followed by his historic election as Charlotte's first African-American mayor. He has since been lauded for the revitalization of Center City and the improvement of transit in the region, among other notable accomplishments.

Gantt's efforts as a public servant and private citizen have been directed toward lifting up future generations. A firm believer in the importance and power of education, Gantt has served on task forces and civic and foundation boards that seek to ensure equal opportunity and improve the quality of public education. Gantt provides mentoring

programs for College of Arts and Architecture students and shares his expertise through workshops and lectures.



Harvey Gantt accepts honorary doctorate from Chancellor Dubois.

Five Ventures® Announces Winners for Business Plan Competition

Five Ventures®, a free competition open to any aspiring entrepreneur with an early-stage high-growth business within the Southeast region of the country. Competitors are segmented into one of five sectors: Biotechnology - Pharmaceuticals, Biotechnology-Devices, Information Technology/Software-as-a-Service, Service/Retail and Student/Non-Profit.

More than 250 attendees viewed 15 new startups compete for fame and more than \$100,000 in high-quality professional services. Entrepreneurs competed in the following five sectors:

BIOTECHNOLOGY - PHARMACEUTICAL

- **WINNER** - Countervail Corporation (Charlotte, NC) - A repurposed Alzheimer's drug is used to protect against exposure to nerve gas and pesticides.
- **RUNNER-UP** - Inhibikase Therapeutics (Smyrna, GA) - A new class of drug that is



FIVE VENTURES®

simultaneously effective against bacterial and viral infections in humans.

BIOTECHNOLOGY - DEVICES

- **WINNER** - HepatoSys, Inc. (Charlotte, NC) - Develops products related to the preservation and restoration of organs for transplantation.
- **RUNNER UP** - Microscopy Research Innovations, Inc. (Knoxville, TN) - Has created a guidance system for physicians that track a needle's location inside a patient's body.

INFORMATION TECHNOLOGY / SOFTWARE-AS-A-SERVICE (SAAS)

- **WINNER** - Balaya, LLC (Savannah, GA) - Provides a set of a social media tools for businesses to use internally as an enterprise solution or externally as a consumer-facing engagement tool.
- **RUNNER-UP** - BestMedical, Inc. (Savannah, GA) - Combines existing

leading-edge and proprietary technologies to create a Web-based solution for users to answer virtually any question about medical conditions and related ongoing life challenges.

RETAIL / SERVICES

- **WINNER** - TrakLok Corporation (Knoxville, TN) - A product and service company deploying a solution to secure and globally track intermodal shipping containers.
- **RUNNER-UP** - T1 Visions, Inc. (Charlotte, NC) - Developed cutting-edge technology solutions that provide a unique multi-media experience to restaurant patrons.

STUDENT / NON-PROFIT

- **WINNER** - Entogenetics (Raleigh, NC) - Discovered how to transfer the spider's silk production gene into the common silk worm, creating the means for large scale, inexpensive spider silk production.
- **RUNNER-UP** - Student Relief for Higher Learning of America, Inc. (Charlotte, NC) - Provides a solution for college students to lease text books which can reduce course materials costs up to 60 percent over the duration of their career.

Morgan Wins UNC Board of Governors Teaching Award

Margaret Morgan, English professor, has been honored with the 2009 University of North Carolina Board of Governors Award for Excellence in Teaching.

This award recognizes a recipient from each of the 16 UNC System campuses who excel inside and outside off the classroom over a sustained period off time. Created by the Board of Governors in 1994 to promote better teaching across the system, this prestigious award also comes with a \$7,500 cash prize and a commemorative bronze medallion.

Winners must be tenured, teaching at their present university for at least seven years and currently teaching undergraduate courses in the current academic year.

The committee may also collect additional data or materials about the nominees' teaching, including videotapes, classroom observation by committee members, and telephone interviews with alumni and current students.

Morgan began her tenure at UNC Charlotte in 1987 as a lecturer after completing her doctoral degree. at Purdue University and was promoted to associate professor in 1995.

In addition to teaching Morgan has worked as the Director of the Rhetoric and Writing Program, President of the Faculty, and on the Chancellor's Budget Planning Committee. Internationally she has taught workshops to elementary teachers in South African.

Morgan had previously won the Bank of America Award for Teaching Excellence, UNC Charlotte's top teaching honor, this past fall.



Meg Morgan is pictured at commencement with William G. Smith of the UNC Board of Governors.

R U Learning? Health Educator Experiments with Text Messaging

Most parents hate text messaging. Adults find it annoying because teenagers text constantly; during dinner, in class, and while they are doing homework. Judith Cornelius, assistant professor of nursing, sees texting differently. She thinks that text messaging might be the way to get teenagers to really listen to vital information.

Cornelius is currently performing a pilot study to test the effectiveness of text messaging as a medium for delivering HIV prevention education to at-risk teens. The study is first of its kind to be performed and is being funded by the National Institutes of Health's National Institute of Nursing Research.

The study is using the Centers for Disease Control and Prevention-approved HIV education curriculum called "Becoming a Responsible Teen" (BART). Cornelius and her team are adapting it to work in the radically different format and communications setting of the text message.

Though the task of putting serious classroom material into the casual and fragmentary medium of the text message seems like an extreme translation challenge. According to Cornelius, the medium offers some important advantages over the traditional face-to-face presentation method.

"Right now, with the face-to-face method we have been using, kids come in for one and a half to two hour long sessions," Cornelius noted. "Using the format of the text message, we can take the most essential pieces and send the material to them individually and have them text back a response."

Text messaging offers the personal intimacy of cell phone contact and the convenience of user-controlled access and it also has another dimension that may make it especially useful for teaching – text messaging is naturally interactive.

"Everything that we do is interactive," Cornelius said. "We might send them a picture of a water fountain and ask them if they can get HIV from drinking at a water fountain, for example. The question really is, will they respond? Our bet is that when this is done in the text environment they will."

Cornelius incorporated into the pilot project a team of cultural authorities, a group of twelve Charlotte-area teens, to advise and assist in adapting the messages for text.

The issue of appropriate delivery and interaction with the text-messaged material is Cornelius suspects, as complicated and tricky an issue as the crafting of the messages themselves, since the messages are being delivered directly into the dramatic social context of the teenage lifestyle.

"A focus group from the teen advisors told us that we should try to limit messages to once a day, in a period between 4:00 and 6:00 in the afternoon, when teens would most likely be receptive," Cornelius said.



The experiment will involve sending text, image and video material to the same teen advisory group that assisted Cornelius in development. Data will be collected and the group will be debriefed for further insights. Following further modifications, the program will then be piloted on a group of 32 teens this summer to test effectiveness. Later, Cornelius expects to get further funding to do a larger, randomized controlled trial of the product she has fine-tuned during the pilot.

"The world has changed, and we need to adapt to the change and take advantage of it in the way we deliver public health education," Cornelius notes. "Kids don't even talk on the telephone anymore – everything is texting. You could see this as a communication problem, but I think it may be an advantage. Figuring out how to take advantage is difficult because no one has done it, but I think we are getting there."

photo by ydhsu

Cancer Biologist Wins BioAchievement Award

Pinku Mukherjee, the Irwin Belk Distinguished Scholar of Cancer Biology, is the research winner of the 2009 BioAchievement Awards presented by BioConnect of Greater Charlotte. The honor was presented at BioNight 2009, an annual celebration of bioachievement was held at Discovery Place, Feb. 19.

"Through their work and enthusiasm for helping us build a life science and biotechnology presence in the region, our recipients are truly deserving of this honor," said Scott Ferguson, chair of BioConnect.

"One of the goals of our organization is to highlight the incredible work that people like Dr. Mukherjee are doing in the region."

Mukherjee has dedicated more than 20 years to research, unraveling the mechanism associated with pancreatic cancer as well as immune-tolerant and chemo-resistant tumor microenvironments. She currently has several active grants from the National Institutes of Health and the Department of Defense for studying breast cancer.

The bioachievement awards are designed to recognize teachers, researchers and initiatives that raise the profile of life science and biotechnology in the region.



Mukherjee

Solar Cell Technology Chosen To Compete in Global Challenge

A team of students and faculty recently traveled to Oak Ridge National Labs to compete in the Global Venture Challenge.

UNC Charlotte's team, SolarMax Engineering, vied against 14 other universities from around the world for \$40,000 in cash prizes.

The Global Venture Challenge is an educational event designed to foster entrepreneurial spirit by engaging

students, industry, government and the investment community in the discovery and development of innovative ideas. The goal is to encourage students to launch new technology-based businesses for the rapid deployment of market-viable energy technologies.

Led by Mohamed-Ali Hasan, associate professor in the Center for Optoelectronics and Optical Communications, the team developed a photovoltaic technology that has the opportunity to revolutionize the solar-based energy sector by lowering costs while simultaneously boosting energy output. Photovoltaic technology boosts relative efficiencies of solar cells up to 50 percent.

While the team failed to make it into the

semifinals, Paulus noted the challenge was highly competitive. "UNC Charlotte was well represented and will likely collaborate with faculty at Oak Ridge in the near future."

SolarMax Engineering is comprised of graduate students Tanya Dias, M.S. Electrical Engineering; Terence Goveas, M.S. Electrical Engineering; and David Schroder, MBA. They were joined by faculty advisors Michael Fiddy, director of the Center for Optoelectronics and Optical Communications; Mohamed-Ali Hasan, associate professor in the Center for Optoelectronics and Optical Communications; and Kenneth C. Paulus, assistant director of business and entrepreneurial development.

Woodward at NC State as Interim Chancellor

In June, UNC Charlotte Chancellor Emeritus James H. Woodward agreed to serve as North Carolina State University's interim chancellor, following Chancellor



Woodward

James Oblinger's resignation. Woodward, an aeronautical and mechanical engineer who taught at NC State early in his career, accepted the position at the request of UNC System President Erskine

Bowles, who will work with NC State Board of Trustees Chair Bob Jordan to launch a search for a permanent chancellor.

In his announcement, Oblinger cited the continuing distractions from the controversy surrounding the hiring and employment of Mary Easley, the wife of former Gov. Mike Easley. Easley was fired by NC State.

Woodward served as chancellor at UNC Charlotte from 1989 until 2005 and he has continued to teach in the university's engineering department. He had planned to retire from teaching this year.

"My goal will be, to the extent I can, to continue to guide the university in the direction that Jim Oblinger has taken it," Woodward said.

During his tenure at UNC Charlotte, enrollment grew to more than 19,000 students and the University granted its

first doctoral degrees. He also oversaw the largest fundraising campaign in the school's history and its largest building boom.

"Chancellor Woodward's breadth of experience and the high regard in which he is held by President Bowles and the Board of Governors made him the perfect choice for this difficult assignment," said UNC Charlotte Chancellor Philip L. Dubois. "I know this interrupts Jim's well-earned retirement, but I also know that he takes on the interim position out of his deep desire to keep the University of North Carolina system strong," Dubois said.

Prior to his arrival at UNC Charlotte, Woodward served as dean of engineering and senior vice president of academic affairs, and various other roles, at the University of Alabama at Birmingham. He worked at UAB from 1969-1989.

Rodgers Tapped for Distinguished Service

Patricia Rodgers, president and chief executive officer of Rodgers Builders, was the recipient of the 2009 UNC Charlotte Distinguished Service Award.

Rodgers was honored during a special luncheon in May.

UNC Charlotte Chancellor Philip L. Dubois credited Rodgers and Rodgers Builders with literally and figuratively helping to build the University's main campus. The company has been involved in some of the most important University

capital projects to date, including the Barnhardt Student Activity Center, Irwin Belk Track and Field Center, Lynch Residence Hall, and the Bioinformatics Research Center. Rodgers Builders also is the construction manager of the \$50.4 million Center City Building project, for which ground was broken in April.

"What sets Pat apart from most is her commitment; she remains personally invested in the institutions and organizations she touches long after her formal involvement has ended," said Dubois.

After holding several key leadership positions, she became president and CEO of the firm, which ranks among the top 400

construction companies in the United States.

Rodgers currently serves as chair of the Charlotte Symphony board of directors and will assume the chairmanship of the Charlotte Chamber of Commerce board in 2011. In 2005, Rodgers was named Business Person of the Year by the Charlotte Business Journal.




Rodgers



QUEEN GEEK SPEAKS: PROFESSOR EXPLORES SOCIAL MEDIA LANDSCAPE

BY LISA A. LAMBERT



Before I wrote this piece I “Googled” Anita Blanchard. Almost instantly I was able to review Blanchard’s contact information, research interests and education history — and I knew what she looked like before our first meeting because her photo is posted on the UNC Charlotte Psychology Department Web site. Every day millions of people use the same methods to “research” potential employers, romantic prospects, just about anyone or anything, really.

Access to the Internet and applications such as Google have changed the way we find information — not an earth-shattering revelation in the age of Web 2.0. But how has the Internet affected the very nature of human social interaction? Associate Professor of Psychology and Organizational Science Anita Blanchard and colleagues at UNC Charlotte are exploring this question through examination of Web applications deemed “social media.”

Wild West Gives Way to New Frontier

“I’ve been a geek for a really long time. I was a geek before being a geek was cool,” said Blanchard.

A self-described “Queen Geek,” Blanchard was introduced to e-mail in 1982 while a college student and continued to use e-mail employed as a mathematical analyst for a subdivision of CitiGroup. She quickly developed a fascination with, and closely studied, computer technologies as they spread from offices and cubicles and into our living rooms.

After spending about five years in the corporate world, Blanchard earned a doctoral degree in organizational psychology. She has since focused her

research on various forms of social networking and the communities established by users of these mediums — or, what she refers to as “the Feeling of We.”

Modern technologies, most notably air conditioning and television, jeopardized the Feeling of We, Blanchard said. The advent of these technologies led to significant decreases in face-to-face human interaction.

What technology taketh away, technology giveth back, though differently packaged. In the 1990s, the Internet nudged, or plowed, its way into our lives. As more and more people logged on, chat rooms and bulletin boards became social gathering places, and a new addiction was born. Those heady days of Internet exploration were stereotypically characterized by long periods of sitting hunch-backed in front of the glowing computer monitor with unblinking, bloodshot eyes. Time lost all meaning as we “surfed” away the hours...

That was then. It was just a matter of time before entrepreneurs and activists recognized, and capitalized upon, the limitless potential of the Internet for commerce and social connection. Whereas cyber space initially felt like the Wild West, with its anything-goes ethos, today’s Internet more closely resembles a complex neighborhood lined with carefully manicured, niche-specific cul-de-sacs. And social media, from blogs to Facebook to Twitter, have become the avenues of choice for entertainment and information sharing.

But what of the Feeling of We? According to a 2006 Pew Internet and American Life Project study, fears that social relationships and community are disappearing in America appear to be unfounded. Rather, the study notes, our communities are transforming to an orientation toward geographically

Facebook has distinguished itself as the dominant social networking site on the Web.

dispersed social networks, which are comprised of relatives and neighbors (the traditional bases of community), as well as friends and workmates.

The Internet, and social media in particular, has a very consequential role to play in redefining our understanding of community.

The Pew study notes that Internet use provides a path to resources, such as access to people who may have the right information to help deal with a health or medical issue or to confront a financial issue. Assistance might come from friends, family or a more socially distant contact. The Internet becomes not just a social tool, but also a forum for the exchange of advice and a factor in decision making.

The rise in popularity of social networking sites bears this out. Blanchard said the economic downturn has been a boon to social media.

“Individuals are using social media sites now more than ever for networking in the hopes of finding employment or to acquire support and information from their contacts,” she explained.

Getting to Know, Er, You

Though social media sites such as Facebook and MySpace are ubiquitous (even if you’re not using Facebook, chances are you’ve heard of it), there is no single, agreed upon definition of social media, Blanchard said.

But social media platforms share certain characteristics; for instance, they are highly accessible and promote many-to-many communication (dialogue rather than monologue), transforming people from readers into publishers of information.

Currently, Facebook has distinguished itself as the dominant social networking site on the Web. About 1 million new users per day are added to the site’s membership, which boasts approximately 200 million users. Blanchard is a prime example of the fastest growing segment of Facebook members — users in their 30s and 40s.

“Facebook is a killer application because it connects you to your ‘weak ties’ — these are people you interact with less frequently, and they might be able to give you information and access to resources you wouldn’t have had access to without



Anita Blanchard

Facebook,” she said. This type of exchange is vital to a functioning society, Blanchard added.

For her research, Blanchard keeps her finger on the pulse of the virtual world, scanning numerous social networking sites and dipping in and out of virtual communities daily. When I ask her how many sites she visits in a week, she grins broadly and says, “A LOT.”

Every day millions of people join virtual communities. Blanchard studies what makes some virtual communities successful while others flat-line and fade away into the cyber-sphere. While research into these communities is in its infancy, prior studies lend insight into why people develop an affinity for online communities.

“Stronger relationships are built online because people over-interpret the few communication cues they are getting,” she said. “Individuals believe people in their online communities/groups are smarter, nicer and more attractive than people they know in person.”

Psychologists, sociologists and communication theorists describe these computer-mediated relationships as “hyperpersonal.” Message senders avoid the pitfalls of traditional, face-to-face interaction and can strategically develop and edit the way they present themselves online.

Social networking sites such as Facebook allows users to create and edit their profiles — if your love for the movie “Attack of the Killer Tomatoes” has always been a source

of embarrassment, you don't have to list it under Favorite Movies in your Facebook profile. It's just that simple; online, you can be the YOU you always wanted to be.

Interestingly, though, Blanchard said the same rules do not seem to apply in the realm of online dating.

"People using dating sites such as Match.com don't lie because they don't want to set themselves up to be rejected," she said. The converse is true for those who only want to engage in cyber sex, she added.

It's an exciting time to conduct research in a burgeoning field — thousands of new social media sites pop up every day. The Queen Geek has turned her attention to virtual communities built around health issues. Cancer and infertility support groups are among the most widely used for health support, she said. Her current research focuses on the latter.

Blanchard is in the data collection phase of her research, but she said initial

findings indicate that the sense of virtual community within infertility groups appears to benefit the women's physical symptoms — a tangible result from what some might consider an impersonal mode of support.

Further, as a society we might be coming full circle; the more comfortable we are with the technology, the more inclined we are to use it as a spring-board for face-to-face interaction.

"In the early years of the Internet, when people were communicating with others they didn't know at first, there was less face-to-face interaction. Now, people are more likely to go out and meet the people they are communicating with through social media," Blanchard said.

That's good news for humanity, and bad news for the makers of Visine.

Lisa Lambert is senior writer in the UNC Charlotte Office of Public Relations.

"Individuals believe people in their online communities/groups are smarter, nicer and more attractive than people they know in person."

UNC CHARLOTTE ACTIVE ON FACEBOOK AND TWITTER

Joining the Official UNC Charlotte Facebook group, nearly 1,400 members strong (and counting!), is a great way to stay connected to UNC Charlotte friends, fellow alum, or coworkers.

The official group, created by the Division of University Relations and Community Affairs, helps members make connections, learn about fun events — both on and off campus, and stay informed of news that affects 49ers in the community, from the economy and job market to our sustainable future as a city.

The Official UNC Charlotte Facebook group is administered by the Office of Marketing Services. "It's important that we embrace social media as part of

our overall communications and marketing strategy. We've gained great momentum over the past six months and we expect that social media delivery and dialogue for much of our content will be a great benefit for our audiences," said Richard McDevitt, Director of Marketing Services.

"Using social media is another great tool for two-way communication with some of our most important audiences: staff, faculty, alumni, students and some of our media contacts," said John Bland, director of public relations. "Social media encourages others to talk about us."

Login or register a new Facebook account (it's FREE) to


stay connected to "The Official UNC Charlotte Group." Recent highlights include commencement photos, news on research, and 49er baseball games. Become part of the conversation today at www.facebook.com.

On the micro-blogging service, Twitter, sign up for a free account and follow posts by UNC Clt_News for the latest news and information from the Office of Public Relations. Both Twitter and Facebook have mobile sites and applications for most mobile devices so you can follow UNC Charlotte wherever you go!

KEEPING US SAFE FROM **THE RED TEAM**

Cyber Corps is one of the nation's leading college cyber security teams

By Clark Curtis



Stolen identity, extortion, hacking, denial of service attacks, phishing scams, malware, electronic theft, and cyberterrorism.

Buzzwords in the age of cybercrime, and issues of exacting importance to a team of students from UNC Charlotte's College of Computing and Informatics' Department of Software and Information Systems (SIS).

The seven-man, one-woman team recently won the 2009 Southeast Collegiate Cyber Defense Competition and went on to receive honorable mention at the National Collegiate Cyber Defense Competition, which was held this year at the University of Texas at San Antonio.

Team captain Andrew Falivene said the competition — sponsored by the Department of Homeland Security — gives college students the opportunity to apply their information assurance and information technology education in a competitive environment.

"You inherit a group of systems, which include servers, database systems, and off-the-shelf software that are either improperly configured or not configured at all," said Falivene. "You have to set it up as a business network and maintain a group of business services that include Web e-mail, company Web site, ecommerce Web site and more, which are all scored while dealing with business injections that are issued by the judges.

"The objective is to then make sure that all of these services are secure from an outside attack."

The attacks come from a group of professional hackers known as the "Red Team." If the Red Team is caught breaking in, those attacks are then reported by the team members to the judges. The team then has points deducted that would normally count against it if the attacks went unnoticed.

The attacks continue throughout the competition, further testing the skills of the student competitors.

Falivene is also a member of the Cyber Corps, a group of SIS students who have received two-year scholarships from either the Department of Defense or the National Science Foundation.

These are full-ride scholarships that include all student expenses and a stipend each semester in excess of \$6,000. The only requirement for the scholarship recipients is to take a civilian government job for two years after graduating. That obligation isn't difficult to complete because the students often already have multiple job offers prior to graduation.

Joshua Schroeder, the youngest member of the CCDC team, just completed his freshman year majoring in Software and Information Systems. To Schroeder, being able to compete in the regionals and nationals was icing on the cake for him in what has been an extraordinary freshman year.

"Security is a big passion of mine," Schroeder said. "For the last six to eight years now I've been interested in security and have taken the initiative outside of school to learn as much as I can about it, which has helped me with my studies my freshman year. And, what I learned as a result of participating in the regional and national competitions was invaluable."

Schroeder plans to earn his master's degree from UNC Charlotte and then head out to the real world to get his feet wet doing Web site security.

The eight team members who competed in the regional and national competitions are just a sample of the quality of students being turned out by the Department of Software and Information Systems, and are a direct reflection of SIS's innovative curriculum.

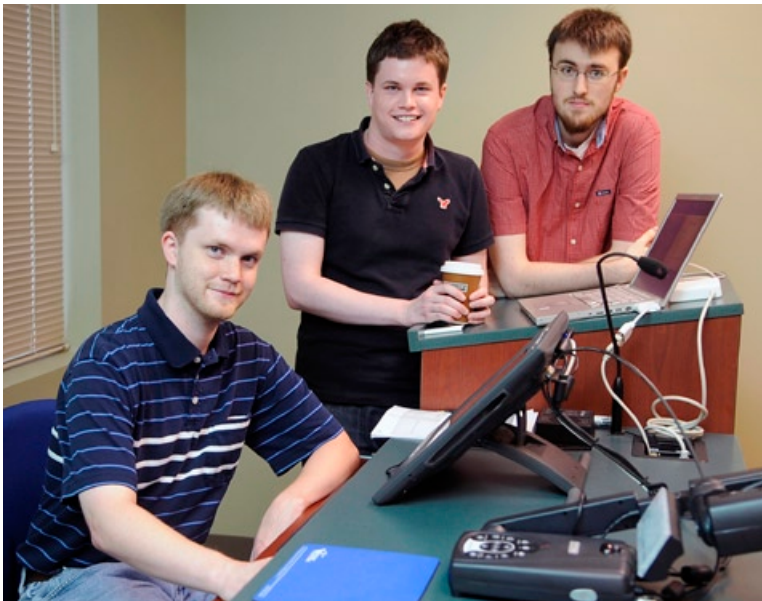
The department's information Assurance program was one of the first in the country to be designated by the National Security Agency (NSA) as a National Center of Academic Excellence (CAE) in Information Assurance "Research" for academic years 2008-2013.

CCI's Information Assurance program was also one of the first to be designated by the NSA as a National Center of Academic Excellence in Information Assurance "Education" since 2001.

"These designations are significant in that the NSA created this program to recognize those who are doing an outstanding job in these areas and are



Joshua Schroeder, Undergraduate Student, Department of Software and Information Systems
Below: Rodney Owens, Chris Nunnery, William Quinley are current Cyber Corps students.



...being good at what you do isn't good enough.

making a difference," said Bill Chu, Interim Dean of the College of Computing and Informatics. "The bottom line is that these designations serve as a great recruiting tool for the College and also affords us the opportunity to obtain additional grant money to support our research in these areas."

Chu adds that being good at what you do isn't good enough. It is imperative that the students be given strong hands-on exercises and get involved in the information assurance research, so they are up to speed on the latest technology,

threats, and know-how in these areas. That also means refreshing the curriculum on an annual basis and bringing in adjunct faculty who are full-time security professionals."

The signature programs of our curriculum are cyber security and vulnerability assessment," said Chu. "We offer our students hands-on experiences in these areas and have been recognized as a leader in the type of education that we provide."

Moving forward, Chu wants to address the other side of the equation, the proper

President Obama announced earlier this year that he is making cyber security a top priority this century and declared the United State's cyber infrastructure a strategic asset.

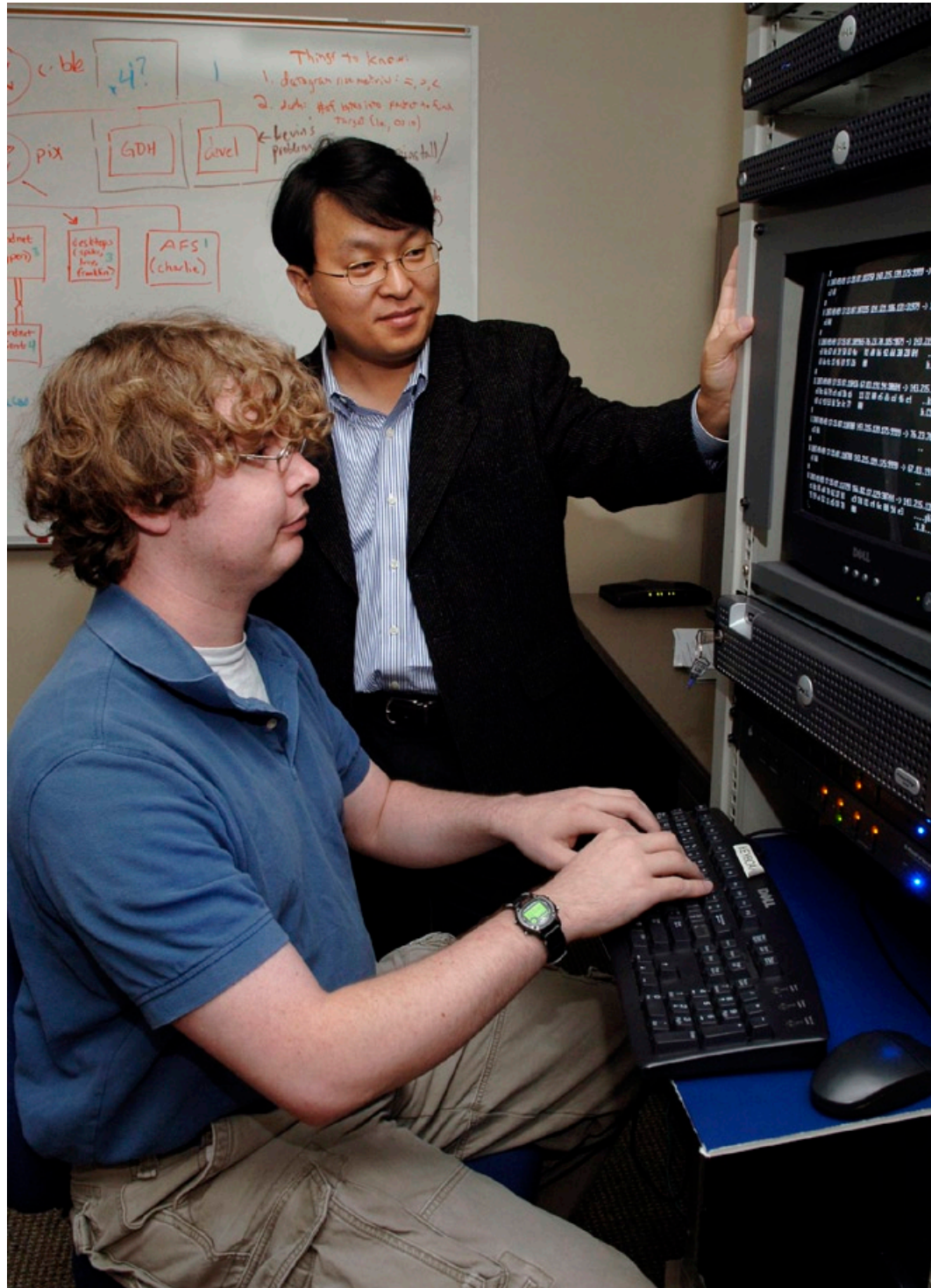
development of software, which he said has been developed for the sole purpose of functionality and not with security in mind. Hence, all of the security patches that are created for existing software. Doing it right in the first place, he says, is what industry and the government sector are asking for and that the department is answering the call.

"We will continue to do what we do best, which is to be a leader in security," he said. "But, if you really want to be excellent in information security it's no longer just a matter of solving the problem after it has arrived at your doorstep, but what you do to prevent them from happening in the first place."

In 2007, CCI partnered with SANS Software Security Institute (SANS-SSI), a cooperative research and education organization in computer security training. The goal of the partnership has been to better prepare CCI students to develop trustworthy software applications and for the department to provide incentive for the College to include secure coding in required computing and engineering courses.

Chu is quick to point out that the education of the students is of the utmost importance. However, he said the ongoing research being conducted at the Center for Digital Identity and Cyber Defense Research (DICyDER) in areas such as software security, cryptography, access control, information privacy in large databases and networks, wireless networks, how to make security usable for ordinary people, and malware analysis is vital as well.

President Obama announced earlier this year that he is making cyber security a top priority this century and declared



Dr. Brent Byung Hoon Kang, Assistant Professor, Department of Software and Information Systems and Zach Wadler, former Cyber Corp student. Wadler is now employed by the Department of Homeland Security.

the United State's cyber infrastructure a strategic asset.

As this new cyber security policy is being developed, UNC Charlotte's College of Computing and Informatics' Department of Software and Information Systems stands poised, through its educational programs and research, to

address the challenges that lie ahead.

Clark Curtis is marketing director for the College of Computing and Informatics.



MOVING ON UPTOWN

University of North Carolina President Erskine Bowles (left) and UNC Charlotte Chancellor Phil Dubois participated in the April 14, 2009 groundbreaking for the much-anticipated Center City Building. The project will provide UNC Charlotte with a visible presence in the heart of Charlotte.

Of the building, Bowles said, "It is our beachhead. It is the physical connection, finally, of what is North Carolina's urban research university to this bustling city. It is important to our economic future. There is no great city in America that doesn't have a great public research university. That is what we have in UNC Charlotte."



Former 49er John Cullen to Lead Top 20 Women's Soccer Program

"UNC Charlotte has been home to me on many, many fronts," said John Cullen, a 1993 grad who is returning to campus as head coach of the 49ers nationally-ranked women's soccer team. "I enjoyed a playing career here, formed lifelong relationships and Charlotte has made a difference in my life and I hope to make a difference in Charlotte's life. When I walked back on campus and was welcomed so warmly, it was like when I first walked on campus in 1989 - I truly knew I was home."

Cullen starred for the 49ers men's soccer team from 1989-1992, helping Charlotte's rise on the national scene. In 1991, Cullen was a member of the 49ers first-ever NCAA Tournament team that was ranked as high as #4 in the nation. In 1992, he helped the 49ers climb as high as #2 in the ISAA National rankings and #6 in Soccer America's national rankings. The 49ers returned to the NCAA Tournament to become the first program in school history to notch back-to-back NCAA Tournament berths.

A native of London, England, Cullen was hired in January to oversee the 49ers women's soccer team that itself enjoyed back-to-back NCAA Tournament runs in 2007 and 2008. Over the past four years, the 49ers women's soccer program has been nationally-ranked, won three Atlantic 10 regular season titles and two A-10 Tournament titles in addition to those back-to-back NCAA Tournament appearances in the last two years.

The 49ers, who open the 2009 campaign in August, will return second team Soccer America all-America Hailey Beam, the 2008 A-10 Midfielder of the Year, as well as the 2008 A-10 Offensive Player of the Year Whitney Weinraub.

Cullen coached Catawba College for the past eight years, winning a pair of South Atlantic Conference championships and taking the Indians to four NCAA Division II Regionals and two regional finals. He was a four-time SAC Coach of the Year and was named the NSCAA Regional Coach of the Year in 2005.

In addition to his collegiate resume, Cullen boasts strong ties to the Charlotte club soccer community and at the Olympic Development level. Cullen served as Director of Coaching at the Charlotte Soccer



Cullen

Club from 1992-2001. In 2001, he began working with the North Carolina Olympic Development Program and joined the US Region III ODP staff in 2006. For three years, Cullen served as Executive Director of Soccer with the FC Carolina Alliance in Concord, N.C. and is currently involved with the South Charlotte Football Club.

FOLLOW THE 49ERS ON TWITTER AND CATCH TOUCH OF GREEN BLOG

It is easier than ever to keep up with all the info on the Charlotte 49ers. Follow Charlotte49ers on [twitter.com](https://twitter.com/Charlotte49ers) for news and get additional updates via the new "Touch of Green" blog at touchofgreen49ers.blogspot.com. Go to Charlotte49ers.com for more information and to access these two new features.

Athletics Academic Center Not an Oxymoron

UNC Charlotte student-athletes succeed not only on the courts and fields but in the classroom, too. Contributing to that success is Lisa Hibbs and her staff in the Athletic Academic Center.

"In the culture we've created, it's not cool for student-athletes to skate by. The coaches and students buy into the high expectations that are set," said Hibbs.

The commitment to excellence has paid off with more than 30 student-athletes earning Academic All-American honors and other individual and team scholastic accolades. This year, the student-athletes from three sports - volleyball, women's tennis and baseball - are among the top 10 percent in the nation on the NCAA Academic Progress Report, a rating that measures the retention and eligibility of participants. Student-athletes must have a 2.3 GPA to be exempt from the departmental study hall program. Hibbs said UNC Charlotte coaches have their own requirements, either a 2.75 or 3.0 GPA.

As director of the center, Hibbs has witnessed the progress of student-athletes for almost 16 years.

"I was thrilled when the average GPA of student-athletes met that of undergraduates. When it exceeded the undergraduate average, I was ecstatic. Now it exceeds a 3.0, and I'm very proud of the student-athletes for their efforts," said Hibbs.

Being on a 49ers team requires students to balance attending class, studying, practicing, traveling and competing. They also must be involved actively in community service.

"Our goal is to provide the resources to help student-athletes succeed academically, professionally and personally," Hibbs stated. These resources include tutoring, study hall and special seminars devoted to improving study skills, time management and issues regular college students encounter.

Hibbs and her staff become involved with potential student-athletes when they are still in high school. Coaches often begin recruitment as early as the 10th grade, so Hibbs begins reviewing students' transcripts to determine if they

are on track for University admission and academic eligibility. This is an ongoing process through high school and commitment to the University. She also teaches one of three freshmen seminars for student-athletes. In addition to the normal curriculum, these seminars educate participants on the do's and don'ts regarding NCAA eligibility.

While housed in the Athletics Department, the Athletic Academic Center actually is part of the Academic Affairs Division. The center's current status is vastly different from its humble beginnings in the basement of Belk Gym. Hibbs, who joined the University in 1989 as an assistant director of admissions, was named the center's director in 1993.

"We were literally in the back of the men's locker room. I think our offices were fashioned from closets, and study hall was wherever we could find a vacant classroom," Hibbs said laughingly.

Working with student-athletes has provided a number of challenges and rewards. One of the biggest obstacles is combating stereotypes. "We have really

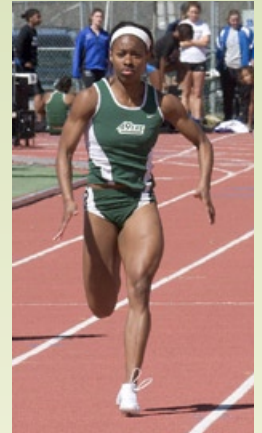
"... it's not cool for student-athletes to skate by."

great kids, and sometimes they have to work twice as hard as others to get that recognition in the classroom. I love to see the transformation that takes place as they become more successful. Very few student-athletes are going to compete beyond the Division I level, so we try to help them choose majors and guide them toward discovering what they want to be when they graduate."

Athletics is a major component of Hibbs' personal life, too. Her husband, Loren, is head coach of the 49ers baseball team. Her stepson Tyson, a member of the team, recently graduated with a degree in history, and stepdaughter Erin, a freshman, serves as a manager for the men's basketball team.

Currie Achieves UNC Charlotte "First"

Senior track and field standout Lamarra Currie exemplifies the tradition of academic excellence among UNC Charlotte student-athletes. While she frequently sets records on the track, perhaps her most significant



"first" was when she became the only UNC Charlotte student-athlete and one of only a handful of students nationwide to receive the NCAA Ethnic Minority Enhancement Postgraduate Scholarship for Careers in Athletics. Currie boasts a 4.0 GPA in psychology and will receive \$6,000 for one year of full-time graduate study at an NCAA member institution.

Seven A-10 Titles; 3 NCAA Tourney Teams Highlight 2008-09 Campaign

The Charlotte 49ers athletic department won seven Atlantic 10 Championships during the 2008-09 season to capture a league title in nearly half of the sports in which they competed. League titles were claimed by the women's soccer, women's basketball, men's indoor track and field, women's indoor track and field, golf, men's outdoor track and field and women's outdoor track and field teams.

Charlotte qualified for the NCAA Tournament in women's soccer, women's basketball and golf while sending individuals to the NCAA Championships in women's cross country, golf, women's indoor track and field and men's and women's outdoor track and field.

In addition, the 49ers crowned several individual Atlantic 10 champions and boasted multiple A-10 Player of the Year Award winners. In cross country, 49ers Adu Dentamo and Amanda Goetschius won the men's and women's individual titles, respectively, while junior Corey Nagy won the A-10 men's golf individual title. Hermann Award finalist Chris Salvaggione



Romberg

was the A-10 Men's Soccer Offensive Player of the Year, women's soccer's Whitney Weinraub and Hailey Beam claimed the sport's Offensive Player and Midfielder of the Year awards, respectively. In track and field, Darius Law was the A-10's Indoor Performer of the Year, while Aja Jackson was the Women's Most Outstanding Outdoor Track Performer and Jason

Roberts was the Men's Most Outstanding Outdoor Field Performer. In addition, volleyball's Carly Romberg was named the A-10's Libero of the Year for the second straight year while women's basketball's Shannon McCallum was named the league's Sixth Player of the Year.

Goetschius earned a spot in the NCAA Cross Country Championship and Nagy qualified for the NCAA Men's Golf Championship while Darius Law (200, 400), Lamarra Currie (100, 200), Pat Springs (long jump), Aja Jackson (800) and the women's 4x100 relay team all qualified for the NCAA Outdoor Track and Field Championship. Currie and Springs both qualified for the NCAA Indoor Championships with Springs earning NCAA all-America honors in the long jump.

Other all-Americas included second team National Soccer Coaches Association of America men's all-America Salvaggione and second team Soccer America women's all-America Beam.

A photograph of David Dunn, a man with short grey hair, wearing a dark suit, white shirt, and a red and white striped tie. He is standing at a podium with a microphone, gesturing with his right hand. Behind him is a large green plant. The background is slightly blurred, showing some text on a screen.

DAVID DUNN: UNC CHARLOTTE'S MAN IN RALEIGH

By Paul Nowell

David Dunn ('80) will have some extra incentive to cheer when UNC Charlotte officially dedicates its new state-of-the-art Bioinformatics Building later this summer.

The \$35 million, 97,000-square-foot facility came about in large part as a result of Dunn's lobbying efforts in Raleigh. "It was my first big project and for that I'm very proud," said Dunn, Vice Chancellor

for University Relations and Community Affairs, speaking of his duties as UNC Charlotte's legislative liaison.

It's clearly a labor of love for Dunn to meet with key lawmakers in the State Capitol to appeal for additional resources for the University.

An unapologetic backer of his alma mater, Dunn realizes his mission as the University's chief lobbyist in Raleigh goes

far deeper than provincial support for just one educational institution.

"Higher education has always been a top priority in North Carolina," he said in an interview in his campus office, which is nothing short of a shrine to the Charlotte 49ers. "We have staked out a national leadership role in higher education."

"While this job is very challenging and often stressful, I am in it 100 percent

because I know it is so worthwhile,” Dunn said. “It’s one of the best causes to fight for and UNC Charlotte is a tremendous resource to this region.”

His already difficult task has been made even tougher with the recent economic downturn affecting the nation, state and local region.

With almost every week comes more discouraging news about the state’s budget crisis.

“What we’ve found this year is we are playing defense more than ever before,” Dunn explained. “We’re constantly trying to mitigate cuts to our institutions.”

The University cannot divert from its mission to grow and expand in sheer numbers and academic breadth, he said. UNC Charlotte is projected to grow from about 24,000 students in 2009 to around 35,000 by 2020, making it the second-largest campus in the UNC System.

With all those additional students, there needs to be more classrooms and labs, as well as numerous other resources like additional faculty and office space. Dunn’s job is to ensure that UNC Charlotte will secure millions of dollars from the state’s coffers to construct buildings, build programs and hire faculty and staff.

“Lobbying for these new buildings and programs comes easy to me because it comes from deep within my heart,” he said. “I feel as if I have been given an extraordinary opportunity.”

Dunn has proven himself to be very skilled at the position, which he took on in 2003 when former Chancellor Jim Woodward asked him to take it on along with his former post as Director of Alumni Affairs.

He has since expanded his role at UNC Charlotte. In 2006, he was named Vice Chancellor for University Relations and Community Affairs. He splits his time now between Charlotte and Raleigh.

“Presence in the legislature means everything up there,” he said. “It’s about showing up and building relationships.” Dunn credits his success to his mentors, Woodward and current UNC Charlotte Chancellor Philip L. Dubois. “These men are two of the most politically astute chancellors who have ever worked in the UNC System,” he said.

Dunn also acknowledges the support of

the Mecklenburg County delegation in the North Carolina Legislature. Last but not least, he said he is thankful to members of the University’s Board of Trustees.

Dunn often asks trustees to place calls and send notes to key lawmakers when a major project or program is up for funding. “The trustees have always been extraordinarily responsive to my requests,” he said.

His list of accomplishments grows each year. Besides the new Bioinformatics Building, he also secured for funds to construct the \$50.4 million Center City Building, which will soon be constructed at the corner of Ninth and Brevard Streets in downtown Charlotte.

The 12-story classroom building will provide UNC Charlotte with a lasting presence in the city’s business and cultural district. An iconic structure, it also will be representative of the University’s position as the Charlotte community’s leading institution of higher education.

Scheduled for completion in 2011, the Center City Building will offer several of the University’s graduate-level programs, including the Belk College of Business MBA and the new MBA in Sports Marketing and Management. The School of Architecture’s new Master of Urban Design will also be based there.

Graduate-level classes in the colleges of Engineering, Health and Human Services, and Liberal Arts and Sciences will be held in the downtown campus building. Additionally, the College of Arts + Architecture will house its Design + Society Research Center and a public arts gallery in the building.

Another success story is the new Energy Production and Infrastructure Center (EPIC), which will be located on the Charlotte Research Institute’s campus at UNC Charlotte.

Dunn helped secure funding for the \$76 million, 200,000-square-foot EPIC building, which will provide classroom, office and laboratory space to accommodate growth in energy infrastructure research and collaboration with industry partners, including Duke Energy, and construction partners like AREVA, Parsons, and Shaw Group.

Looking ahead, the University proposed EPIC in response to a projected 30 percent



Dunn works to raise awareness and build support among state legislators. He is pictured here with former N.C. Sen. Malcom Graham.

increase in the demand for energy in the United States by 2030. The timing could not have been better.

Industry leaders are looking toward UNC Charlotte to help address a critical shortage in the intellectual capital that will be needed to modernize current energy production operations and develop alternative energy sources in the future.

So what value does Dunn’s advocacy work bring to the University?

“We are on the other side of the state (from Raleigh) and we are a young institution which has accomplished such extraordinary things,” Dunn said. “A lot of people, even in our own community, are unaware of what we are doing at the University. This is even more true on the other side of the state.”

This is why he believes it is imperative for someone in his position as the school’s chief advocate to develop relationships with key legislators, including top leaders such as President Pro Tempore of the Senate Marc Basnight.

“If I can bring a level of awareness and visibility and help build relationships, I’ve always felt that our efforts to obtain funding for key projects would follow,” Dunn said. “We have been such a fantastic steward of resources, even though we have been slighted in funding, we have maximized our accomplishments. We are a real success story.”

Paul Nowell is media relations manager in the Office of Public Relations.

Left: Vice Chancellor for University Relations and Community Affairs David Dunn addresses an audience of civic leaders at a Charlotte Chamber of Commerce event.



STRESS & WAR IN THE TREETOPS

SIFAKA PRIMATES LIVE AMID TRIBAL RAIDING

By James Hathaway



The guys were all stressed out. There were new infants in the community, and the guys knew from experience that that was when invaders were likely to come and kill the babies, particularly the male infants. This annual threat was a defining moment in their lives – it had more impact on everyone than the daily social struggle to be on top, or than any other community crisis, like defending the group against hostile neighbors. Nothing was more stress-inducing than having helpless infants around to protect from marauders.

This drama is wrenching, yet until fairly recently no one knew it was happening. But then again, it is hard to get inside the head of a male sifaka, a large Madagascan prosimian primate which lives mainly high and unseen in the forest treetops. Sifaka have cryptic faces, devoid of the telling facial expressions of more advanced primates, like baboons, chimps or humans. At first glance, sifaka look thoughtless and simple, but the capacity for complex social drama is there. We can tell from their poop.

A finding published in the current issue of the Proceedings of the Royal Society B details how primatologists have found conclusive evidence of an annual, population-wide increase in anxiety and

stress among male sifaka concurrent with birthing. Authors Diane K. Brockman of the department of anthropology at UNC Charlotte and Amy K. Cobden and Patricia L. Whitten of the department of anthropology at Emory University show that a significant rise in stress-related glucocorticoid hormones in male sifaka feces occurs annually and “reflects specific events related to reproduction rather than states or social context during the birth season.”

These results, combined with recent evidence of male infanticide (largely directed toward male infants) suggest a more complicated social dynamic among the prosimians than primatologists traditionally believed to exist.

HORMONES SHED LIGHT ON SOCIAL BEHAVIOR

Verreaux's sifaka (*Propithecus verreauxi*), like other lemurs, are primates that are only found on the island of Madagascar and have long been considered to be generally more primitive than monkeys and apes. Sifaka, like many non-primate mammals, have clear annual estrous cycles where the females are only receptive for mating for a brief period once a year, and all the resulting infants are weaned by the following mating season.

However, the primitive appearance of the sifaka may be masking a more sophisticated social animal. Brockman and colleagues have been studying a large

The sifaka lemurs of Madagascar spend most of their time in the trees, clearing distances of more than 30 feet in a single leap. These vegetarian primates live in groups of three to 10. UNC Charlotte researchers are studying the hormone-behavior interactions that underpin sifaka social dynamics.

population at Madagascar's Beza Mahfaly Special Reserve for two decades, where they have accumulated a substantial amount of data that points to more advanced social behavior.

"Prior to 1994, previous studies of wild populations of sifaka by Alison Richard and colleagues, supported the idea that sifaka males have little or no interest in newborns and they do not commit infanticide," Brockman notes.

"In 1994, we had our first incidence of a male at our study site invading a neighboring group, expelling the group's resident males, and mortally wounding an infant and likely killing a second infant," she said. "This new revelation fundamentally altered our perception of male social complexity, particularly the potential reproductive tactics males might employ during the birth season."

Seeing that a male sifaka was capable of such unpredicted behavior, the researchers examined the population again, looking for larger patterns.

"In 2000 when we began our current research on male dispersal tactics in sifaka, we decided to open our minds to all social possibilities with respect to these males — to jettison everything we thought we knew and start paying attention to every aspect of male social relationships, including those with infants, and by Jove, we saw that some males did interact with them!

"That year we recorded our first observations of a small subset of males holding, grooming, and carrying infants. In fact, one male carried an infant for two hours, just like a mother would, and groomed him," she noted. "You could have knocked me over with a feather!"

The researchers' observations implied a set of likely family and social relationships that was unexpectedly nuanced and perhaps as sophisticated as the social relationships found in more advanced primates. Such implications are, however, difficult to substantiate without larger sets of hard data to test the ideas against.

BIRTH SEASON BRINGS ANXIETY

In order to gather more definitive information about hormone-behavior interactions underpinning sifaka social dynamics, the researchers began to monitor physiological indicators of stress in the community by measuring

glucocorticoid levels in the collected feces of individual animals. The level of stress hormone gave the researchers a measurable "signal" of the animal's physiological state and perhaps a way to determine its level of social anxiety.

Remarkably, the only statistically significant signal of stress the researchers found in the population as a whole was among the population's males at a time that coincided with the arrival of newborns — a puzzling correlation.

"The prevailing idea in the literature is that individuals should exhibit a stress response during periods of uncertainty, when they are faced with situations that are uncontrollable," Brockman noted. "This presented us with a conundrum — sifaka are seasonal breeders: from late June through late August, the infants appear: that's predictable. Then it dawned on me... what isn't predictable is whether or not a resident male is going to have his group invaded when newborns appear. We concluded that the predictability of the birth season signals the onset of the period of uncertainty for males (and females) when unpredictable events — invasions, increased infanticide risk — are likely to occur. That made perfect sense."

Though the birth season was highlighted by the hormone data as unusually stressful for the males in the group, there was nothing occurring in that period that seemed likely to be as stressful as other events in a male's life — mating competition or changes in the environment — with the exception of the increased risk of infanticide by males.

"The data thus pointed to the significance of the invasions for the physiological stress responses we observed in males — the likelihood for resident males of severe injury, or even death, and the killing of the group's newborns," Brockman said.

Though seemingly abstract, the hormone data were key to understanding the primates' social world, Brockman notes: "The cryptic nature of sifaka facial expressions, the subtlety of their social relationships, and their often nuanced social lives present daunting challenges for those of us who want to understand better the role ecology and social environment play in shaping the reproductive and social careers of primates living in unpredictable environments such as the lemurs inhabiting Madagascar.

"Being able to establish links between



A sifaka family sit in the tree top, ever-vigilant. Male sifaka sometimes raid neighboring groups to commit infanticide. Sifaka males exhibit heightened stress, as evidenced by hormonal changes, with the arrival of newborn offspring.

hormonal stress responses of individuals and populations to social and demographic events, including group take-over, male-male aggression, and infanticide in sifaka, affords us an opportunity to unlock some of the mysteries. It gives us a better idea of the coping strategies individuals employ to deal with the unpredictable events of day-to-day life in the forest," she said.

By understanding the daily realities of individual sifaka, the researchers can get a more accurate picture of larger social dynamics. "What we are learning about sifaka social complexity, and about males particularly, is a continuing source of wonder and amazement to me!" Brockman said. "This is field biology at its best, and it is absolutely thrilling!"

Infanticide by males has been increasingly observed in other species, where it is hypothesized to serve as, among other functions, a successful reproductive strategy for males (and females). By killing infants, males cause females to go into estrus sooner than they would otherwise — since nursing infants inhibits estrus — thus allowing the infanticidal male to produce his own offspring sooner.

However, infanticide cannot serve this purpose in sifaka, since offspring are completely weaned prior to the next mating season, and the presence or absence of new sifaka does not affect the timing of the next breeding cycle. Instead, Brockman proposes that infanticide may function to help the invading male's offspring successfully reproduce by diminishing the number of male competitors an offspring might encounter in future mating seasons — an idea that is supported by observation that most of the infants killed at this site are male. Essentially, the invading males are clearing the way for their progeny to be successful fathers, thus insuring the future of their lineage.

HUMAN NATURE, LEMUR BEHAVIOR

The hormone-behavior interactions observed by Brockman and colleagues offer a glimpse into the social life of sifaka that resonates, perhaps painfully so, with humans and our own social struggles. An episode Brockman observed seems hauntingly similar to the foibles of humans and the tragedies they cause:

"We had one case of infanticide in a family group containing a couple and their infant. A male from a neighboring group came and joined the group. The two males began to hang out together and then the two of them left together and joined a third group, leaving the female alone with her infant.

"The female started 'lost-calling' — it's a plaintive contact call that resonates through the forest. We then observed the father of the infant chasing an unmarked (invading) male. By the time we caught up with them back in the couple's original home range, the unmarked male had disappeared and both parents were sitting on the ground with their infant, who was mortally wounded. We missed seeing the actual attack by mere seconds, but the circumstantial evidence strongly suggested infanticide. They remained there for the next two hours trying to pick up/hold their crying infant, but to no avail; they finally left the youngster and slowly moved into the forest. "

Brockman shook her head in wonder. "What was he thinking when he deserted his mate and newborn? I'm still at a loss to explain it."

Similarly, understanding the realities of life from a sifaka's-eye-view helps Brockman see possible explanations for other oddities in sifaka behavior, such as some anomalous observations concerning the sexuality of female sifaka.

"In my research, I have found that some female sifaka will mate with an immigrant male during the birth season when she's not cycling," Brockman said. "Now this is not supposed to happen in a prosimian primate — it's called situation-dependant receptivity in higher primates, but animals with short estrus cycles are simply not supposed to be receptive when they're not cycling.

"Now why would they do this? Well... it might be to establish a social bond with a male, perhaps keep him from committing infanticide...or an inducement to provide future infant care-giving services, but we do not yet have evidence to support either hypothesis..."

Though sifaka represent a fairly early stage of development on the primate family tree, Brockman notes that the results of this research yield surprising similarities with humans, who (along with cotton-top tamarin monkeys) also show

Infanticide by males has been increasingly observed in other species, where it is hypothesized to serve as, a successful reproductive strategy.

elevated levels of stress hormones in males in anticipation of birth.

Though sifaka are very different from humans in many ways, the research suggests that the ancestral roots of our social complexity may be far more ancient than we have previously believed.

James Hathaway is research communications manager at UNC Charlotte.



If the World Is Your Oyster...

Research reveals ectotherms in peril

By Lisa A. Lambert

Oysters are in peril. In recent decades, these edible ectotherms have suffered unrelenting attacks from within and without. Parasitic diseases have decimated oyster populations off of the Carolina coast. Rising ocean temperatures have altered their environment and affected their physiology.

The oyster has been a staple in North Carolina's aquaculture economy and a lynchpin in the complex ecosystem of the state's estuaries.

According to the N.C. Division of Marine Fisheries, more than 260,000

pounds of oyster meat was harvested in 2003 at a value of more than \$1.02 million compared to 724,000 pounds in 1983 valued at more than \$1.12 million.

North Carolina oyster harvests peaked at 1.8 million bushels in 1902; in 2008, the harvest drew around 40,000 bushels.

In addition to their economic import, oysters are essential to North Carolina's water system. Oysters form elaborate reefs that house sea life. The oysters settle on top of one another to create habitats for more than 300 species of plants and animals. With their built-in biofiltration systems, the oysters cleanse the water, removing excess

algae and sediment.

Since the start of the 20th Century, oyster reefs have declined by more than 99 percent in North Carolina. The decline is a consequence of man-made conditions, including encroachment of development on oyster habitats, and pollution from industry, agriculture and human waste.

As a result, oyster restoration and protection has become a priority of state policy makers and universities.

In a lab at UNC Charlotte, professor of biological sciences Inna Sokolova studies these creatures that have managed for millennia to adapt and survive in extreme

conditions. Fifteen-gallon salt water tanks containing hundreds of oysters rise from the laboratory floor. Sokolova plays the part of the not-so-benevolent dictator; she controls the water temperature, she introduces harmful pathogens to her subjects, charting the changes that result in their biochemistry.

Over millions of years, the mollusks have developed finely tuned systems to neutralize dangerous substances such as heavy metals in the seawater they filter every day, Sokolova explained.

Sokolova and colleagues made headlines last year when they demonstrated that marine organisms become more sensitive to pollution as ocean temperatures rise. The researchers studied the effects of increasing temperatures and heavy metals by measuring Eastern oysters' standard metabolic rates, survival and cellular protection abilities.

The heavy metal cadmium, found in paints, dyes, batteries and other waste, poses a threat to North Carolina water ways. The introduction of the metal into the oyster's system triggers a complex molecular defense mechanism that binds the metal and makes it unable to interact with essential proteins.

To test the relationship between temperature and the oysters' defense system, the researchers monitored the oysters at different temperatures, both in clean sea water and in the presence of cadmium.

Sokolova, who has received research funding from the North Carolina Sea Grant and National Science Foundation, found at elevated temperatures the oyster defense systems falter. Consequently, the oysters absorbed the cadmium and other toxins more quickly and the toxicity of the cadmium increased.

Though the oysters remain able to detoxify themselves enough to remain alive, the energy they expend doing so is energy they are unable to expend on other important processes. It takes all of their energy just to survive.

According to Sokolova, as they struggle to defend themselves against the toxic onslaught, the oysters are left with an energy deficit. Thus, they lack the extra energy they need to invest in growth and protect themselves against repeated exposure to toxins.

DERMO DEVASTATES OYSTER POPULATIONS

The stress brought on by increasing water temperatures could be responsible for recent disease outbreaks among Eastern oysters. Sokolova has turned her attention to the ways in which stress on the oyster's metabolic process affects how they cope with a common parasitic disease called Dermo.

The invasiveness and abundance of the parasite and the host's ability to ward the parasite off determine the outcome of the disease – namely, survival or death.

In the past, flare ups of Dermo have caused concern, but the disease was much less widespread and lethal than nowadays. That's why scientists, fishermen and policymakers view the Dermo-related deaths of millions of oysters along the Eastern seaboard in recent years as cause for alarm.

Sokolova points to metabolic dysfunction as a contributing factor to the oyster's increased disease susceptibility. Simply put, a substantial amount of energy must be expended to maintain most immune functions. The oysters are expending energy to ward off the effects of increasing water temperatures, leaving less energy for immunity.

"On top of this, if the parasite can better and faster proliferate in the warmth, the balance can be tipped towards disease," Sokolova said.

When an infected oyster dies, more parasites are released into the ocean, facilitating the spread of the disease. Oysters employ two weapons in the fight against Dermo. Either their immune cells engulf the parasite and destroy it, or the cells commit suicide (a process known as apoptosis) to stop the disease from spreading.

For reasons that remain mysterious, unlike their counterparts in the Gulf of Mexico, Eastern oysters cannot defend themselves by virtue of apoptosis. Sokolova and her team are investigating ways to kick-start this crucial defense mechanism.

First, Sokolova infects the oyster cells with parasites. She then introduces metals that might induce apoptosis. Copper, zinc and cadmium are on the docket for review, but Sokolova cautions, "The problem with cadmium is that it's a very toxic metal. You don't want to cure your oysters with

cadmium because then you cannot sell them and you cannot consume them."

And keep in mind that because a metal works – copper has shown the most promise – it would be impractical to release it into natural oyster habitats because it would upset the ecosystem. However, North Carolina's cultured oyster farmers stand to benefit from Sokolova's research.

It takes about 12 to 18 months for the oysters to reach market size. It only takes days for Dermo to devastate an oyster crop, killing the oysters before they are mature enough to be harvested.

If Sokolova's approach proves successful, the cultured oysters, which are grown in cages on top of the water, would be removed from their cages, given a copper bath and placed back into the water. The remaining copper would be washed out of their system by the time they are ready to be sold for consumption.

While Sokolova is hopeful her research will provide a viable solution for the aquaculture industry, she warns that the effects of rising temperatures and heavy metal contamination on metabolic chemistry will likely not be limited to oysters. After all, many cold-blooded marine animals, including clams, crabs and some fish have similar defense systems. Sokolova worries these creatures could be at risk as water temperatures rise.

Sokolova advocates for further research into the interactive effects between pollutant toxicity and elevated temperatures. Ultimately, she would like to see pollution levels reduced and a more stringent set of water quality criteria that takes into account the effects of climate change.

While it is unclear whether the oyster will succumb to the effects of climate change or somehow adapt, it is clear that this ectotherm that has been a staple in the economy and a lynchpin in the ecosystem has become a bellwether for sea life everywhere.

Lisa Lambert is senior writer in the Office of Public Relations.



Marjorie Benbow, Director, North Carolina Biotechnology Center - Charlotte Office

EYE ON THE ECONOMY, PART II

EDITED BY RHIANNON BOWMAN

As the affects of the economic crisis ripple across the Charlotte region, local thought leaders are charting the course for Charlotte's future. According to experts, new industry and innovation will figure prominently in the economic recovery of our region.

In Part I of the "Eye on the Economy" series, experts from UNC Charlotte discussed the banking industry and its role in facilitating the economic crisis. Part II focuses on the Charlotte of the future and the tools necessary to achieve success in a post-recession world.

Where is the Charlotte region's economy headed? Which sectors will emerge, which might be left behind?

Steve Patterson, professor, mechanical engineering

Fortunately, the region's economy is

diverse, including diverse energy sources offering low-cost power that benefits businesses, like manufacturing, which are sensitive to energy costs. The energy industry, itself, is important — and growing — in Charlotte. If nuclear energy becomes more favorable, and that seems likely, this sector will experience even more growth.

What infrastructure needs does the region have? What about its energy needs?

Steve Patterson

According to a Duke Energy study, the area's energy needs could double in 20 years. This is something the company is addressing with their current construction projects, like the Cliffside Steam Station.

Peter Schwarz, associate professor of economics

Even with the economic downturn,

energy demands are increasing not decreasing. There is an emphasis on alternative fuels, wind energy and a smart grid able to provide prices that vary to encourage energy efficiency, but it's unclear if these alternatives will be profitable.

How will research at UNC Charlotte impact the region?

Marjorie Benbow, director of Charlotte office of the North Carolina Biotechnology Center

The impact of the North Carolina Research Campus (NCRC) has been, and will be, felt economically and symbolically. Tens of thousands have flocked to the region for the events and to witness the rapid progress.

The infusion of scientific talent is top notch, and for every scientific job created there are 4 to 5 non-scientific jobs created. Likewise, city and county governments have increased their critical infrastructure personnel to handle the transformation. It is projected 35,000 additional jobs will be created, filling the community with focus, vision and hope.

During economic downturns, areas that have academic institutions continue to grow as professionals return to college and research institutions create new companies and new jobs. Additionally, companies choose to be located nearby to tap into the intellectual cache.

Bob Wilhelm, Executive Director, Charlotte Research Institute

Here are a few examples of the research that will impact our region:

- Optoelectronics. We are working on solar technology that improves light capture by 49 percent.
- Precision metrology. We are creating advanced manufacturing techniques so companies can produce parts that are lighter, cheaper and perform better under stress.
- Chemistry. We are working on additives that convert waste products into useable biodiesel fuel.
- eBusiness. We are working on solutions to track fraud and protect bank assets through the Internet.
- Engineering. We are taking the lead with the Energy Production and Infrastructure Center (EPIC) that will



Bob Wilhelm, Executive Director, Charlotte Research Institute

train future energy workers throughout the Southeast.

- Bioinformatics. We are near completion of the world's largest bioinformatics and genomics center which will house experts who effectively diagnose patterns in DNA sequences, enabling researchers to identify new techniques to battle disease.

Is the region still too dependent on the banking industry? How can and should it diversify?

Paul Wetenhall, Executive Director, Ben Craig Center

Most regions grow because of their comparative advantage in certain industry clusters. That growth makes regions susceptible to negative results when those sectors decline or when a new region

supplants another region's comparative advantage. For example, the textile industry moved from New England to the Carolinas to Asia.

Successful regions build on their distinctive competencies. Charlotte can build on its banking sector expertise in areas such as information technology security, data center operation and through the creation of customer service centers.

It is important for us to leverage expertise into industry sectors not tightly connected to the dominant financial services sector to avoid amplifying our risk.

What is the status of the region's work force?

Paul Wetenhall

The region has a well-educated work

force. Our historically rapid growth, coupled with persistent unemployment above the national average (even before the downturn), suggests we may also have a segment of the work force that lacks the skills Charlotte employers require.

We must retain skilled workers who may lose their jobs as banks consolidate and downsize. A proactive effort can help these individuals match their skills with emerging growth areas and with entrepreneurial opportunities. We can also help by providing career transition training.

What's the best way to ensure prosperity is spread across the region?

Paul Wetenhall

There are infrastructure deficiencies, particularly transportation issues, that make parts of the region less attractive to employers, thus limiting jobs and other aspects of prosperity.

Ultimately, prosperity depends on a highly productive, educated work force that is innovative and adaptive. We must ensure citizens in all parts of the region have the education needed to make them attractive workers and ensure all parts of the region are attractive to companies that are forming, growing or relocating — including providing access to high-speed broadband at competitive prices.

What can be done to help entrepreneurs in the region?

Bob Wilhelm

At UNC Charlotte, our support for entrepreneurs is primarily focused on emerging sectors such as biotech, information technology, manufacturing and advanced materials. The development of these sectors is critical to the diversification of our regional economy.

Mentorship and access to early stage capital is also critical. UNC Charlotte supports a number of public and private organizations and conferences that help raise money for startups, serving as catalysts to connect private sector professionals with emerging high-tech entrepreneurs. Examples include our partnerships with groups like the Inception Micro Angel Fund (IMAF-Charlotte), Wed|3, Small Business Technology and

Development Center (SBTDC) and SwampFox, out of Greenville, South Carolina.

Paul Wetenhall

Research indicates job creation in the U.S. economy is largely the result of rapidly growing entrepreneurial companies, making them important to the prosperity of the region and the nation. Entrepreneurial ventures bring to market the disruptive innovations that create great value for customers and, in turn, generate employment and wealth.

To help Charlotte-area entrepreneurship: We should increase the supply of risk capital — especially equity capital. This can be done with tax credits to encourage angel investors. We should continue offering business assistance and networking opportunities, like UNC Charlotte's Five Ventures contest and the Ben Craig Center program. We should also enhance access to university-generated innovations that will help entrepreneurs be competitive.

How will the impact of the North Carolina Research Campus spread through the region?

Bob Wilhelm

Currently, the NCRC has directed nearly \$2 billion in private, federal, state and local funding focused on biotechnology research and commercialization and hopes to generate thousands of jobs throughout the region over the next 10 to 15 years. There is also a \$200 million venture fund designed to fund startups within the NCRC. And, due to the concentration of researchers, corporate partners and facilities, it will attract hundreds of millions of federal research dollars designed to advance scientific discoveries in these sectors.

How important are sports to the region's economy?

Craig Depken, associate professor, economics

Sporting events are valuable draws. The variety in the Charlotte area rivals any mix of sporting events in the country, even while lacking MLB or NHL teams. Given the size of the Charlotte metropolitan area relative to other cities that host the same mix of events, the sporting events held in



Steve Patterson, Professor of Mechanical Engineering

the Charlotte area have a relatively larger net impact on the regional economy.

UNC Charlotte football will introduce another regional draw for sports enthusiasts. To the extent that the university can develop a rivalry with other schools and draw visiting fans to the area, there will be a net positive but the impact of any new inter-regional ultimately depends on the team's conference.

The expansion of the Lowes Motor Speedway and the NASCAR Hall of Fame will introduce additional draws for motorsports enthusiasts.

Regional Asset

John Chesser, UNC Charlotte Urban Institute

Charlotte is a goal-oriented and driven community that has achieved a tremendous amount. UNC Charlotte is positioned to be the kind of asset the region needs at this difficult point in time.

Rhiannon Bowman is a UNC Charlotte student and freelance writer.

THE FUTURE IS CLOSER THAN YOU THINK. NINTH & BREVARD, TO BE EXACT.

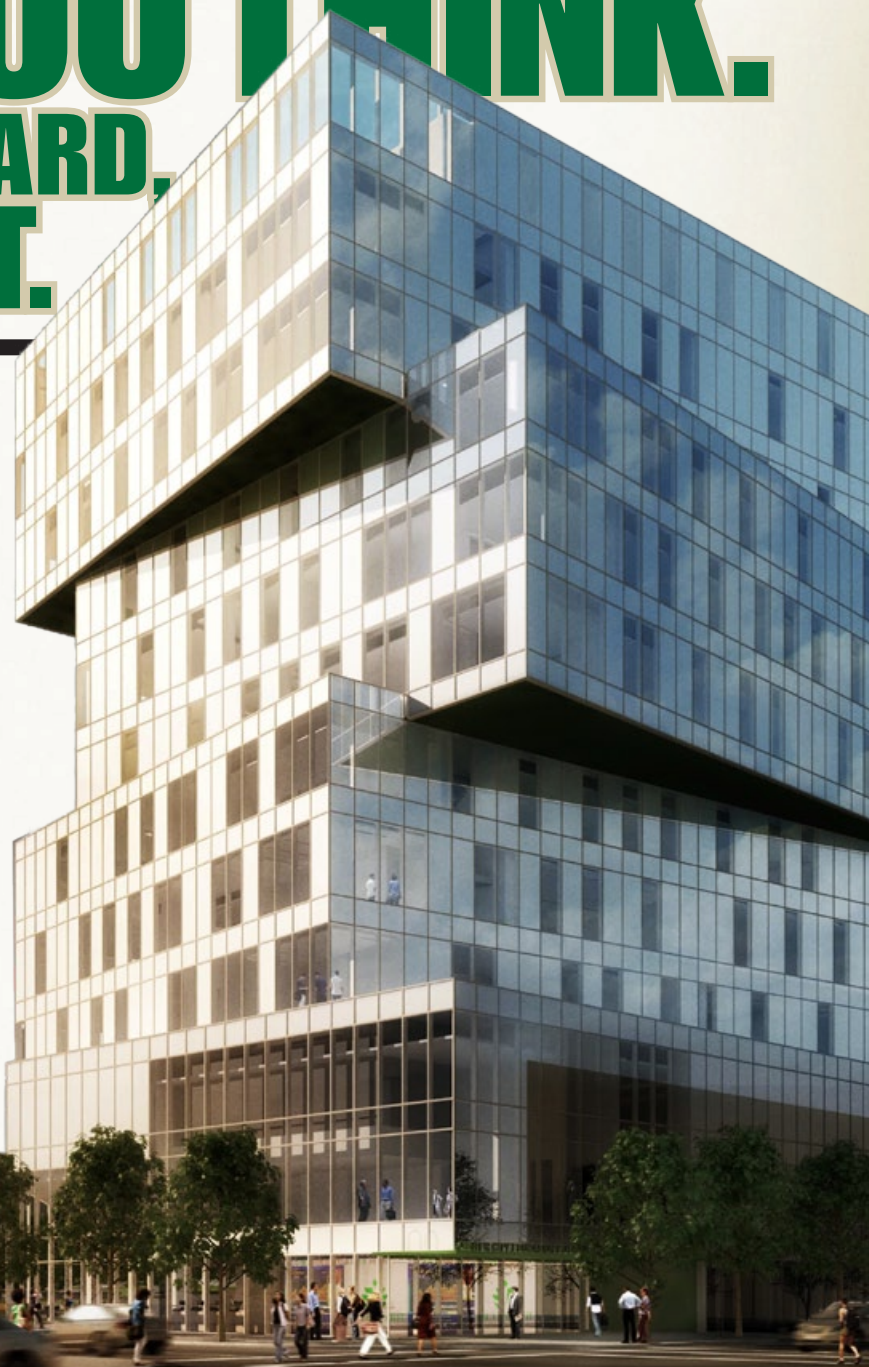
UNC Charlotte's new facility in Charlotte's Center City is slated to be completed in 2011. With 143,000 sq. feet, 25 classrooms, meeting and performance spaces, a four-acre park and public transit next door, it says something about vision. 23,000 students strong and growing, UNC Charlotte boasts an award-winning faculty, notable alumni, and a student body of future leaders. Stake your claim to a university that will meet you uptown.



UNC CHARLOTTE

STAKE YOUR CLAIM

— WWW.UNCC.EDU —



ARTHUR WYLIE: SUCCESS IS ABOUT GOALS, NOT MONEY

By Rhiannon Bowman

Arthur Wylie didn't get a job after graduating from the Belk College School of Business. In fact, since he was 19 years old and living in "Martin Jay 101," he hasn't worked for anyone besides himself.

"When people came into my dorm room they knew it was raw business," he said over a simple lunch of soup at Amelie's French Bakery in NoDa during a recent visit to Charlotte.

Wylie says his dorm room was always alive with activity, not the kind of activity you might imagine though. Visitors would

by age 26. He'd rather you think of him as a marketer.

Wylie got his start promoting entertainment acts on campus but says he's good at managing businesses, it doesn't matter what kind. After becoming financially successful he says, "I thought, why can't I do this for other people?"

So, he did. Today people pay \$895 to attend one of his speaking engagements on his annual 20-city tour, in advance — admission is \$1,295 at the door. This year the tour will visit six countries, including South Africa, China and Germany.

Too rich for you? No problem. You can listen to pod casts for \$495 or, better, buy his "Why die broke?" CD for \$25. Yes, the CD is full of sound financial advice in an easy-to-consume half-hour format, but it also has a beat you can dance to that encourages you to keep it on repeat. He's working on a book of the same name and another, "Networking is not a Dirty Word."

Don't call him a financial adviser, though. Wylie says he's a boutique planner. "No one was doing what we were doing. No one would sit down with people and make sure they had a budget," he says. Today, whether you see him live, listen to him online or in your car, Wylie says if you follow his advice you'll be debt free — including your home — in five years and on your way to millionaire status.

But, to him, it's not about the money. To him, success is about conquering goals. That's one reason why he walked away from his financial planning business, which he relocated to Atlanta, Ga.

He became friends with Louis Lautman, another young, successful entrepreneur and the creator of the "Yes! Tour," based on the notion of saying "Yes!" to life, and features people — like Wylie — who get up every morning and do just that.

"Arthur is a go-getter," says Lautman. "He's up early doing his homework."

"Up early," is an understatement. A typical day for Wylie looks something like

A typical day for Wylie looks something like this: awake at 4 a.m., work for four hours, workout at the gym for two, nap for two, a couple more hours of work, then it's time to play.

this: awake at 4 a.m., work for four hours, workout at the gym for two, nap for two, a couple more hours of work then it's time to play. He likes that, by the time most people are sitting down at their desk with their coffee, he's already on to something else.

That kind of drive is one of the reasons Omar Tyree, bestselling author and Charlotte resident, likes him. Today, the two of them are in business together. Wylie's company owns the film rights to 16 of Tyree's books and has secured more than \$50 million to finance their production between now and 2011. The first movie, "Leslie," is already in production.

He credits his instructors in the Belk College of Business for sparking his interest in the financial sector and credits them with emphasizing the need to network. According to him, he has thousands of contacts in his iPhone, dating back to his days in Martin Jay 101.

Rhiannon Bowman is a UNC Charlotte student and Charlotte-based writer.



find him watching stock tickers and cable TV financial reports. Even then, he was building his brand. He says people are wrong for thinking that he is a numbers person just because he was a millionaire



The Spirit of '77

It was the year after our nation's bicentennial. A whimsical time of Ultrassa shirts (the flowery-colored polyester adorning our blond-haired model), disco and Elvis' last stand. The year of Miller Ponies, The Sex Pistols and Son of Sam. The year of 49ers in the Final Four! In the dorms of UNC Charlotte, all was well, as evidenced by these three wholesome kids having good clean fun. Good times.

1970s

Marlon Crawford, '78, retired in November from NC Crime Control after 30 years. Marlon and his wife, Cathy, reside in Pineville, North Carolina.

Sheila Snipes Smith, '77, retired from the Charlotte-Mecklenburg school system in October 2008 after 35 years of service. Sheila worked as a second grade teacher for 4 years and a middle school counselor for 31 years. She and her husband, **Edwin (Ed) Smith, '71 & '85**, reside in Charlotte.

Sheryl (Westmoreland)

Smith, '77, recently celebrated five years as an Instructor of Freshman Composition I & II at Winston-Salem State University. She also serves as an adjunct instructor in the weekend Adult Degree Program (ADP) at Belmont Abbey College.

1980s

Ted Alexander '82, Mayor of Shelby, North Carolina, was recently elected to the Board of Directors of the North Carolina Rural Economic Development Center. The Rural Center's mission is to develop, promote, and implement sound economic strategies to improve the quality of life of rural North Carolinians. The Center serves the state's 85 rural counties, with a special focus on individuals with low to moderate incomes and communities with limited resources.

Jack Stack III, '84, married Kelley Grabowski on May 24, 2008. Jack recently opened Jack Stack Properties, a full service residential real estate firm the in the Winston-Salem area.

Robert E. "Eddie" Thompson, '81, has been selected to lead a new Marriage and Family Ministry at the Baptist State Convention of North Carolina, located in Cary. He and his wife Janet (Morrow), '84, now live in Raleigh and are the parents of two young adults and have recently become first-time grandparents.

Terry Worrell, '82, has been named a regional superintendent for Guilford County Schools.

1990s

Julie Wall-Burris, '90, has opened Lilac Realty, a Charlotte-based residential real estate brokerage. Julie is an experienced Accredited Buyer Representative and

Senior Real Estate Specialist representing sellers and buyers purchasing homes, condominiums and new construction through traditional transactions, short sales and foreclosures.

Phil Capling, '92, and his wife, Manisa, are proud to announce the birth of their daughter, Caroline "Callie" Hannah Capling on April 2, 2009. She joins her big brother, Philip Ford Capling (5) and big sister, Lauren Madison Watkins (5).

Darren Crotts, '98, has been named regional manager for Crotts and Saunders Engineering. Darren will have all sales and service responsibility for the western North Carolina territory.

Belinda Currin, '95, opened a branch office in Richmond, Va. for Clark Nexsen Architects and Engineers in August 2007. She is the branch director and architect-in-charge with a 20 person full service staff of architects, interior designers, structural, mechanical and electrical engineers.

Cynthia, '97, and Adrian Davis, '96, welcomed their first child in September 2008. Asher Donovan Williams Davis was born on St Thomas in the Virgin Islands after almost being born on the ferry ride over. The family is doing great, enjoying their island home.

Sean DeLapp, '93, has been named vice president and principal at WGM Design, Inc., a full-service architectural and real estate planning firm in uptown Charlotte.

Kelly (Denton) Fischer, '97, married Kevin Fischer on June 28, 2008. The couple resides in Windermere, Fla.

Fred, '98, and Ravin Gore, '03, recently doubled the size of their family by welcoming the birth of twin boys. These are the couple's first children and they are over-joyed with excitement. Fred is currently an assistant district attorney in Durham County, and Ravin is a community development planner with the North Carolina Department of Commerce.

Kelly (Woodlief) Lauffer, '96, and her husband, Brett, recently welcomed their first child, Henry Jacob Lauffer. The Lauffer family resides in Raleigh, North Carolina.

Christine (Coon) Miller, '98, achieved National Board of Professional Teaching Standards in November of 2008 in the

category of Middle Childhood Generalist. I also earned my Masters' of Arts in Elementary Education from Wingate University in December of 2008.

Brad Newton, '95, and wife Dana welcomed their second child, Wyatt Thomas, on February 25, 2009.

David "Turtle" Reeves, '95, and his wife Anne welcomed their second child, son Charles, in October 2008. Charlie joins older brother John (2). David returned to UNC Charlotte and completed a Master of Science in Information Technology in May 2007. David works as a Senior IT Project Manager for Mecklenburg County. The couple and their two sons reside in Matthews, North Carolina.

Natasha Herold Stracener, '98, and her husband, Dennis, recently welcomed their second daughter, Savannah Nicole, on October 10, 2008. Savannah joins older sister, Natalya Marie (3).

Robby Tilson, '93, received his Professional Engineer License for North Carolina in July 2008. He was promoted to Director of Engineering with his company Engineered Control Solutions.

James Utter, '91, graduated from UNC Greensboro in August of 2008 with a Masters in Liberal Arts Studies.

Michael Christopher Walters, '90, and Kimberly Alexander Walters, '91, welcomed Logan Christopher on December 13, 2006. He joins big sisters Lauren, Caroline and Emily.

Aimee Wilson, '96, is celebrating 3 years as Owner/Chief Event Planner for Occasions To Savor. She graduated from Delaware Valley College in May 2003 with a Business Administration/Marketing degree. She currently resides in the suburban Philadelphia area.

Allyshaelon Wilson, '98, was recently named deputy communications director for the Terry McAuliffe campaign.

2000s

Jamal Briggs, '05, was admitted into the executive education program at the John F. Kennedy School of Government at Harvard University.

Tarek Elshenawy, '06, has been employed by UPS after completing an internship in their industrial engineering

department. In addition, he is working towards a master in business administration at Queens University.

Jennifer Friedland, '07, is currently attending Southwestern University School of Law.

Amanda (Brooks) Graves, '06, was recently promoted to senior executive director for Thirty-One Gifts.

Brian Hinson, '03, and **Melanie Wynter, '00**, have opened the Upstairs Book Nook selling new and used books. The store is located in the HomeStyles Gallery & Specialty Shops in the downtown Mint Hill Square.

Dominique Vanderbush Kirby, '07, married Brian Taylor Kirby on June 7th, 2008 in Vale, North Carolina. The couple resides in Mount Holly, North Carolina.

James Klich, '02, is currently a volunteer fund-raiser with the Metrolina Aids Project. In addition, he has volunteered with other organizations such as Habitat for Humanity, Love in the name of Christ, and Charlotte Mecklenburg storm water services.

Darren LaBean, '00 & '07, recently received his CPA license and currently works in the Corporate Treasury Finance department at Bank of America.

Mpho Notrem, '05, has been promoted to Invoicing and Cost Recovery Manager for the FACT Project during the SAP implementation within the Maersk Group.

Michael Plouffe, '03, enlisted in the US Air Force in 2004. He worked for three years as a Korean linguist before transitioning to the US Army earning his commission as an Armor Officer. He is currently stationed at Ft. Jackson, SC.

Development During a Recession

TOUGH TIMES WON'T LAST; UNC CHARLOTTE WILL

By Niles Sorensen

My fund-raising career began in the days of President Carter's malaise in America, lingered uncertainly through President Reagan's trickle-down theories, and survived (barely) the first Bush recession. I enjoyed the Clinton years and rode the ups and downs of George H. W. Bush's eight years. Now, nearly 30 years into this career, I am watching the economy stagger and lurch through this latest recession, leaving donors — individuals, corporations and foundations — with thinner wallets and keener eyes.

Turn on the news or read any newspaper (what's left of them) and you can see the dire financial situation that our federal and state governments find themselves in. Now, possibly more than ever, UNC Charlotte, and more important, our students and our faculty, need the help and support of our alumni and donors. Is it difficult to raise money during a recession? You bet. Lucky for me, this isn't my first recession (probably not my last). So, what have we learned along the way?

IN UNCERTAIN ECONOMIES, THE STRONG SURVIVE.

I believe Americans are inherently generous. From the depths of the Great Depression to today's stormy economic times, we have witnessed the resilience of the American spirit of philanthropy.

In today's economy, donors want



Niles Sorensen addresses his senior staff at a recent meeting.

to contribute to organizations with a proven track record. In that respect, UNC Charlotte stands in an enviable position. Our contributions to the Charlotte region — the achievements of our alumni, the intellectual resources we bring to the table around just about every issue facing our region, and the quality of our graduates

— all offer solid evidence of the high return a donor can expect for his or her contribution to UNC Charlotte.

AN UNCERTAIN ECONOMY IS NO PLACE FOR THE TIMID.

I have sat with numerous boards over

the years, who, upon a review of the economic landscape, decide that next year is not the time for a significant increase in their fund-raising goal or decide to wait to launch a capital effort until a more propitious time. We must be our most aggressive in uncertain economic times.

These are times when many families are forced to choose whether or not they can afford to send their children to college. For our sakes and for our children's sakes, we should never allow finances to be a barrier to higher education for talented and ambitious students. Our failure to lower that barrier sacrifices that student's future as well as our own. In that sense, our call to action to support UNC Charlotte has never been more urgent.

STAY CONNECTED.

We created a mission statement for the Division of Development and Alumni Affairs at UNC Charlotte a couple of years ago that reads, "Our mission is to build progressive, lifelong relationships with students, alumni, donors and friends of UNC Charlotte." Implicit in that mission is our commitment to stay connected no

matter what stage of life an alumnus is in, the business cycle, or the day's stock price. There are a myriad of opportunities available to support UNC Charlotte beyond making a gift — recommend a student, attend a performance at Robinson Hall, cheer the 49ers at an athletic event, hire an intern, mentor a student, to name just a few.

Tough times won't last, but UNC Charlotte will.

There are only two sure bets in my book: The economy will change and 49ers are resilient. One of these days — it might be next quarter, or next year — we will begin to feel the economy gather momentum once again. Now is no time to panic. Our students are depending on us. When the economy begins to swing the other direction, our University and future students will be in a position to reap the rewards. And that will mean a brighter future for all of us.

Niles Sorensen is vice chancellor for development and alumni affairs.



Sorensen's senior staff includes (from left), Darlena Goodwin, Katie Suggs, Chip Rossi and Carl Johnson.

Need to take a minimum distribution from your IRA in 2009?

Consider a charitable distribution to UNC Charlotte...

The Emergency Economic Stabilization Act of 2008 allows a direct tax-free distribution up to \$100,000 to a public charity by December 31, 2009

May we provide more information?

Carl E. Johnson, Ph.D., CFP®
Director of Gift Planning
cjohnsI@unc.edu
704-687-7217



Now Is the Time to Stake Our Claim

By Tim Ernst '09

2008 Student Government President

With its new branding campaign, UNC Charlotte is going to assert itself like never before in the Charlotte region. When you pull up the homepage of the University's Web site, click on the UNC Charlotte Facebook group, turn on the television or radio, or flip through the Charlotte Observer, you will come across images and messages that are part of this new campaign with the tagline "Stake Your Claim."

As Student Government Association president, I had the opportunity to learn about the ways in which our University is growing and the great things the faculty and staff here are doing to improve our experience at the University and life in the Charlotte region. But getting the word out about all of these things, to all of the people who need to hear about them, can be difficult. To successfully communicate about the University requires a branding initiative such as "Stake Your Claim." For the first time in its history, the University will take a consistent, unified approach to communicating with its constituents, including students.

I've heard people call UNC Charlotte a diamond in

the rough. Those people know that we've got many cutting-edge programs, quality faculty, great athletics, and that new facilities are springing up all over campus. But for every person who knows about our assets, there are many who still think of us as a commuter school. Students and alumni of this University will benefit if future employers know about and have favorable opinions of UNC Charlotte. Those favorable impressions will add value to a UNC Charlotte degree and increase the chance of graduates getting the jobs they want.

People sometimes get queasy when it comes to spending money on branding, especially in a troubled economy. While the campaign entails some paid advertising it also includes tactics that require little or no cost. And, by launching the campaign right now, the University

will be able to stretch its dollars – for example, \$150,000 of advertising might buy \$300,000, or even \$500,000, worth of value in this environment. In troubling economic times, people often pull back their advertising – less noise in the marketplace makes it easier for UNC Charlotte to be heard.

However, in order for this initiative to be successful, students and alumni have to take ownership of the University and the brand. Students and alumni are among the most influential stakeholders in the brand. The Director of Marketing guided the development of the brand, the agency created it, the Board of Trustees approved it, but WE will make it or break it.

Understand the brand, and if you agree with it, you will become a brand ambassador for the University. Get started by reviewing the campaign. Read the headlines and the fine print. Watch the video. Sign up for the Facebook page. Wear a Stake Your Claim t-shirt. Post the creative work to your blog. Ask questions freely of the agency, Tattoo Projects, and the Director of Marketing. Bottom line: This is OUR brand. It's up to us to give it life.





Hundreds of elementary, middle and high school students converge on campus in the summer months for unique camp experiences. These students in grades 4 – 7 attended robotics camp, offered through the College of Education.



UNC CHARLOTTE

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